



Post Office Box 9010 Addison, Texas
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AGENDA

REGULAR MEETING OF THE CITY COUNCIL

AND / OR

WORK SESSION OF THE CITY COUNCIL

6:00 PM

January 27, 2015

ADDISON TOWN HALL

5300 BELT LINE RD., DALLAS, TX 75254

6:00PM WORK SESSION

7:30PM REGULAR MEETING

WORK SESSION

WS1 Discussion of 2015 Special Events.

REGULAR MEETING

Pledge of Allegiance

R1 Announcements and Acknowledgements regarding Town and Council
Events and Activities

Discussion of Events/Meetings

R2 Consent Agenda.

R2a Approval of the Minutes for the January 6, 2015, January 13, 2015 and January 19, 2015 City Council Meetings and Work Sessions.

R2b Approval of and authorizing the City Manager to execute a contract with Shag Carpet Prop Rentals for Decor Services and Rentals for Addison Special Events (Bid No. 15-14) for an amount not to exceed \$80,449 annually.

R2c Approval of and authorizing the City Manager to execute a contract with RSR Event Services for special event parking services for an amount not to exceed \$32,598 annually.

R2d Approval and authorizing the City Manager to issue a purchase order with Infosol, Inc to develop a report from the Courthouse 2000 system for the amount of \$4,000.

Regular Items

R3 **PUBLIC HEARING** Case 1708-SUP/Fast Furious Japanese Grill. Public hearing, discussion, consider and take action regarding an ordinance changing the zoning on property located at 3761 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 098-049, by approving for that property a Special Use Permit for a restaurant, on application from 2F2 Inc., represented by Mr. Jay Woo.

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on January 20, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 3761 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 098-049, by approving for that property a Special Use Permit for a restaurant, subject to no conditions.

Voting Aye: Doherty, Groce, Hughes, Oliver, Robinson, Smith, Wheeler

Voting Nay: none

Absent: none

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- R4 **PUBLIC HEARING** Case 1709-Z/Town of Addison. Public hearing, discussion, consider and take action regarding an ordinance amending the Code of Ordinances of the Town by amending Appendix A - Zoning, thereof, the same being the Comprehensive Zoning Ordinance by amending Article XIV (I-3 Industrial District Regulations), Section 1, by adding airport to the list of permitted uses in the I-3 Industrial District and amending Article XXX (Definitions) by adding thereto a definition of airport, on application from the Town of Addison, represented by Mr. Charles Goff.

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on January 20, 2015, voted to recommend approval of an ordinance amending the Code of Ordinances of the Town by amending Appendix A - Zoning, thereof, the same being the Comprehensive Zoning Ordinance by amending Article XIV (I-3 Industrial District Regulations), Section 1, by adding airport to the list of permitted uses in the I-3 Industrial District, in accordance with the terms, conditions and restrictions set forth in this ordinance and in any other ordinance of the Town and with applicable laws, rules and regulations; and amending Article XXX (Definitions) by adding thereto a definition of airport, subject to no conditions.

Voting Aye: Doherty, Groce, Hughes, Oliver, Robinson, Wheeler

Voting Nay: Smith

Absent: none

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- R5 Discussion and take action regarding the appointment of a member to the Planning and Zoning Commission.

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- R6 Presentation by the National Weather Service regarding weather preparedness and other related weather items.

-
- R7 Presentation by North Texas Tollway Authority regarding system improvements and transportation matters.

-
- R8 Presentation by the Addison Arbor Foundation and discussion regarding art placement within Addison.

-
- R9 Presentation and discussion of an update on the activities related to Oncor's Addison electric service reliability project.
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R10 Presentation regarding an update on the Addison Athletic Club Master Plan Committee process.

R11 Presentation and discussion of status reports by members of the Council regarding various non-profit entities, Town facilities and projects, and local, regional and Statewide organizations to which the members serve as liaison.

R12 Discussion, consider and take action regarding (i) an ordinance amending Article IV (Hotel Occupancy Tax) of Chapter 74 (Taxation) of the Code of Ordinances by amending Section 74-104 (Reports, Payments, Fees), Section 74-105 (Rules and Regulations), and Section 74-106 (Penalties), and by adding a new Section 74-108 (Certificate, Records), pertaining to the collection, payment, and reporting of the hotel occupancy tax, inspection and review of hotel occupancy tax records, and enforcement of the hotel occupancy tax, and (ii) a new full time employee to be funded by the Hotel Fund.

R13 Discussion, consider and take action regarding an Ordinance amending the Town's Code of Ordinances by amending Division 2 of Chapter 22, Article III of the Code relating to peddlers and solicitors by amending Section 22-83 (Hours of Sale) thereof by changing the hours during which a home solicitation transaction or handbill placement is prohibited.

Executive Session

ES1 Closed (executive) session of the Addison City Council pursuant to Section 551.071, Tex. Gov. Code, to conduct a private consultation with its attorney(s) on a matter in which the duty of the attorney(s) to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551, Tex. Gov. Code, pertaining to the ponds or lakes at Vitruvian Park, located within the vicinity and east of the intersection of Vitruvian Way and Ponte Ave., and Farmers Branch Creek.

ES2 Closed (executive) session of the Addison City Council pursuant to Section 551.071, Tex. Gov. Code, to conduct a private consultation with its attorney(s) on a matter in which the duty of the attorney(s) to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551, Tex. Gov. Code, pertaining to wind turbines on the water tower located at the intersection of Arapaho Road and Surveyor Boulevard.

ES3 Closed (Executive) session of the Addison City Council pursuant to Section 551.074, Texas Government Code, to deliberate the appointment, employment, and duties of the City Attorney.

Regular Items Continued

R14 Discussion, consider and take action regarding the City Attorney position, appointment, and appointment process.

Adjourn Meeting

Posted:
Chelsea Gonzalez, January 23, 2015, 5:00pm

**THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH DISABILITIES.
PLEASE CALL (972) 450-7090 AT LEAST
48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.**

AI-911

WS1

Combined Meeting

Meeting Date: 01/27/2015

Department: Special Events

Council Goals: Create raving fans of the Addison Experience.
Brand Protection and Enhancement
Fully integrate the Arts as part of our brand

AGENDA CAPTION:

Discussion of 2015 Special Events.

FINANCIAL IMPACT:

Funding Source: Hotel Fund

Amount: \$2,358,050

BACKGROUND:

The item will be discussed in the work session.

RECOMMENDATION:

Attachments

Special Events Presentation

Fork & Cork

May 15-16, 2015



KEY INITIATIVES

**SIMPLIFY THE GUEST EXPERIENCE
WHILE STAYING TRUE TO CREATING
AND EXPERIENTIAL CULINARY EVENT**

**FOCUS ON CULINARY COMMUNITY AND
RESTAURANT INVOLVEMENT**

**EXPAND SEMINAR AND
DEMONSTRATION OPPORTUNITIES**

INNOVATIVE AND CREATIVE

PROMOTE TOURISM

SUSTAINABLE REVENUE MODEL

FARM TO TABLE ELEMENT

OVERVIEW

Fork & Cork is a casual yet sophisticated event for people who enjoy food as entertainment. It spotlights the culinary diversity found among Addison's chef-driven establishments and introduces guests to a new way of thinking about food in Addison. Designed for the epicurious, this event brings together celebrated chefs, specialty food vendors, live music, craft breweries, wineries and spirit-makers. Additional entertainment includes local artists performing live demonstrations for the attendees to enjoy.

ATTENDANCE

We expect to increase attendance through great experiences, event awareness, lower Saturday general admission ticket prices and a two day ticket offering. We estimate 8,000-10,000 attendees for an increase of roughly 50%.

BUDGET

With a current budget of \$457,116, the goal is to increase revenue and move closer to breaking even on our expenses by increasing the value of our guest experience and creating a more accessible event to encourage interest and attendance.

2015 FORK & CORK BUDGET OVERVIEW	
STAFFING - FORK & CORK	\$61,875
OTHER - FORK & CORK	\$395,241
FORK & CORK EXPENSES AS BUDGETED	\$457,116
FORK & CORK REVENUE AS BUDGETED*	\$280,000
FORK & CORK NET INCOME AS BUDGETED*	\$(177,116)
*With the 2015 proposed programming and recommended ticket pricing, we expect to exceed our original projected revenue by \$47,250 closing the gap further on our NET to an estimated \$(129,866) versus the \$(177,116) we had originally budgeted.	

COMMUNITY IMPACT

Bringing awareness and creating on-going promotions to support our local restaurants and businesses while showcasing the North Texas area as a culinary destination to increase weekend tourism and bring out of town visitors to Addison. Our efforts with Fork & Cork will also focus on developing relationships with notable and innovative chefs for future development opportunities.



Expenses and Revenues

Reflecting 2015 Proposed Programming and Recommended Ticket Pricing

FORK & CORK EXPENSES		
Account Name	FY 2014 ACTUALS	FY 2015 5 BUDGET
STAFFING - FORK & CORK	\$67,500	\$61,875
OTHER - FORK & CORK	\$538,500	\$395,241
TOTAL FORK & CORK BUDGET	\$606,000	\$457,116

FORK & CORK REVENUE						
FORK & CORK	FY 2014			FY 2015		
	#	\$	TOTAL	#	\$	TOTAL
Tickets Sales Friday	471	\$65	\$30,615	700	\$65	\$45,000
Ticket Sales Saturday	1510	\$35	\$52,850	7,500	\$15	\$112,500
VIP	290	\$100	\$29,000	300	\$100	\$30,000
Gilt City			\$2,280			
Groupon			\$12,473			
Food & Beverage 25% Commission*				7,500	\$3*	\$22,500
Grilling Demo for GA Guest**				100	\$35	\$3,500
Pop-Up Dinning Experience				0	0	0
Sponsorship (less commission)			\$94,963			\$113,750
F&C ESTIMATED REVENUE*			\$222,180			\$327,250

* We estimate each Saturday guest to spend an average of \$15, with Addison receiving a 25% commission. Friday and VIP tickets are not included due to the all-inclusive samples included in these tickets.

** New to 2015 event

F&C EXPENSES			\$ 606,000			\$ 457,116
F&C ESTIMATED NET INCOME*			\$ (383,820)			\$ (129,866)

*Our estimated revenue above reflects our 2015 proposed programming and recommended ticket pricing above, enabling us to exceed our original projected revenue of \$280,000 by \$47,250 closing the gap further on our NET to an estimated \$(129,866) versus the \$(177,116) we had originally budgeted.

Fork & Cork Summary

Mission: To spotlight the culinary diversity found among Addison's chef-driven establishments and introduces guests to a new way of thinking about food in Addison and our surrounding community.

TICKET PRICING

Addison

- **Friday Epicurious Ticket \$65** : All-inclusive sampling. Includes general admission Saturday.
- **Saturday Taste Ticket \$15** : A-la-carte food & beverage for purchase.
- **Saturday Indulgence Ticket \$100**: All-inclusive sampling plus grilling demo, early admission into demo tents, and swag bag.

Competitor Pricing

- **Austin Food & Wine Festival** - \$250-550 per 2 day pass
- **Savour Dallas** - \$40-\$150 per event; \$325 weekend package
- **South Beach Food and Wine** - \$85+ for basic classes; \$1,753 weekend package

MUSIC

Addison Budget

Headliner- \$60,000
Daytime Entertainment -\$10,000

Entertainment Cost From National Headliners to Regional Talent

- Train - \$400,000
- Rob Thomas - \$250,000
- **The Lumineers - \$90,000***
- The Wallflowers - \$60,000
- Rhett Miller – \$40,000
- Shakey Graves - \$20,000
- Dallas String Quartet - \$2,000
- Whiskey Folk Ramblers - \$2,000

CHEFS

Celebrating our own culinary community.

- Focus on regional talent
- All participating chefs are headliners
- Highlight new Addison restaurants and long time Addison favorites along with guest chefs from our region
- Focus on partnerships and collaborative programming
- Develop activities to draw guest to restaurants before and after event

Ticket Summary

EPICURIOUS TICKET \$65

Friday, May 15, 2015

6 p.m. – 11 p.m.

Ages 21+

The **EPICURIOUS** experience in an intimate evening of all inclusive food & beverage pairings brought to you by our featured restaurants and enjoying a full line-up of local entertainment, chef demonstrations, and a Fork & Cork Mixologist Challenge!

Didn't get quite enough...

Our Epicurious Ticket will also include the Taste Ticket for general admission on Saturday to encourage higher attendance and promote weekend tourism.

- 10 unique restaurants/dinning options with Chef suggested pairings Included
- Full size beverages available for purchase
- Live music
- Addison Draft House Beer Garden
- Wine Garden
- Live Fire Pit with featured area chef
- Arts Stroll with live artist demonstrations
- Tasting & Seminars throughout the evening
- Interactive Fork & Cork Mixologist Challenge
- The Epicurious Ticket includes the Taste Ticket for general admission to Saturday's event

ESTIMATED ATTENDANCE: 700-1,000



TASTE TICKET \$15

Saturday, May 16, 2015

12 noon – 11 p.m.

TASTE a bit of everything with this a la carte ticket option. The TASTE Ticket allows guests to create their own menu of food, arts, and entertainment experience with a pay as you go format and a variety of add-on options to top it off!

This ticket option is open to all guest though programming will remain focused toward a 21+ audience.

TASTE TICKET DETAILS

- Lower \$15 ticket price more accessible to the general population
- Extended hours to create consistency with other events and time for guests to enjoy the event to its fullest
- Increased Tasting & Seminar Tents, offering more opportunities for guests to learn from area chefs and mixologists
- 20 unique dinning options with both chef suggested pairings and a la carte options available for purchase
- Full size beverages available for purchase
- Live music throughout the day
- Addison Draft House Beer Garden
- Wine Garden
- Live Fire Pit with featured area chef
- Fork & Cork Cooking Challenge among participating chefs
- Arts Stroll with live artists demonstrations

ADD ON OPTIONS:

POP-UP DINNER EXPERIENCE \$75 **Limited availability*

Enjoy a multi-course dining experience at the center of Addison Circle Park

HANDS-ON GRILLING EXPERIENCE \$35 **Limited availability*

Local chefs team up to bring you your very own backyard grilling lesson

ESTIMATED ATTENDANCE: 7,500-10,000

INDULGENCE EXPERIENCE \$100

Saturday, May 16, 2015

12 noon – 11 p.m.

INDULGE in the full experience of Fork & Cork Saturday with a day of VIP treatment.

INDULGENCE EXPERIENCE

- Includes all experiences included in Taste Ticket **plus:**
- All-inclusive food and beverage pairing samples from each our participating restaurants
- Scheduled Hands-on Grilling Experience
- Early admission to any seminar tents (upon availability)
- Signed cookbook from our featured chef
- Fork & Cork Swag Bag including a commemorative Fork & Cork wine glass

ESTIMATED ATTENDANCE: 300



Competitor Ticket Pricing

<u>Event Name</u>	<u>Location</u>	<u>General Admission</u>	<u>VIP Admission</u>	<u>Specialty Offers</u>	<u>General Attendance</u>
<u>Atlanta Food and Wine</u>	Atlanta, GA	\$100 - Tasting Tents, \$185 - Day Pass, \$500- 3 Day Pass	\$700 - Connoisseur Day Pass, \$2000 - 3 Day Connoisseur Pass	\$65-250 Per Person - Private Dinners	
<u>Decatur Craft Beer Festival</u>	Atlanta, GA	\$40.00			4000
<u>Denver Food and Wine Classic</u>	Denver, CO	\$95 - Advanced, \$105 @ door		\$50 - Art of the Cocktail, \$75 Riedel Wine Glass Seminar	3500-4000
<u>Forks & Corks F&W Festival</u>	Sarasota, FL	\$95 - Grand Tasting	\$250 - VIPTasting	F&C University: \$60 - Half Day, \$95 Full Day	1500+
<u>South Beach Food and Wine</u>	Miami, FL	\$85 and Up for Basic Classes		\$1753.12 - SOBE Wonderful Weekend Package	
<u>The Seattle Experience</u>	Seattle, WA	\$49 - Early Bird, \$55 - Regular	\$65		
<u>Bite of Seattle</u>	Seattle, WA	Free			
<u>Gig Harbor F&W Festival</u>	Seattle, WA	\$75			1500
<u>Windy City Wine Festival</u>	Chicago, IL	\$29 - Advanced, \$35 at the door		\$10 Designated Driver - NO Alcoholic Beverages	Will Not Sell Out
<u>Chicago Gourmet</u>	Chicago, IL	\$173.31 - Main Event Sat or Sun, \$288.83 - Weekend Package	\$358 - AMEX Ticket Pkg Sat or Sun	\$216.91 - Grand Cru Sat or Sun	
<u>Beaver Creek F&W Festival</u>	Beaver Creek, CO	\$40-200			
<u>Austin Food and Wine Festival</u>	Austin, TX	\$250 - 2 Day Pass with Grand Tasting, Seminars, Food/Wine /Spirits	\$550 - 2 Day Pass with Grand Tasting, Seminars, Food/Wine/Spirits, Rock Your Taco, Taste of Texas Parties, Swag Bag, VIP access	Feast Under the Stars - Preview Dinner, Hotel Packages, Tourism Packages	2500-4000
<u>Savour Dallas</u>	Dallas, TX	\$40.00 - Arts and Wine Stroll; \$150 - Saturday Reserve Tasting; \$125 - Grand Tasting / \$150 - Early Access Grand Tasting	OVERALL WEEKEND: \$325 - Arts District Wine Stroll, Savor the Arboretum, Reserve Tasting and Grand Tasting / ALL DAY SATURDAY: \$255 - Reserve Tasting and Early Access to the Grand Tasting	15% off purchase of more than one event	2500-4000
<u>Ft. Worth Food and Wine Festival</u>	Ft. Worth, TX	BBQ @ Billy Bob's - \$60; Grand Tasting - \$150; Desserts After Dark - \$45; Rise+Dine; 60; Burgers, Brews & Blues - \$75; Fmily Sunday Funday - \$50	325 - includes: BBQ @ Billy Bob's; VIP entrance for Grand Tasting, Desserts after Dark, Rise + Dine, VIP Entrance to Burgers, Brews & Blues, Family Funday Sunday		

Music Comparisons



MUSIC RECOMMENDATION

All music to be featured on the Bowl Stage to create a more intimate experience for our guests. Eliminating the Main Stage will allow room for more intimate seminar & tasting opportunities and the addition of our pop-up dinner. Friday night will feature more local entertainment similar to our Bowl Stage entertainment from 2014 such as: Bravo, Max, Prophets and Outlaws, and Whiskey Folk Ramblers. Saturday we are looking for a more regional headliner with a cross generational sound that will appeal to our wide spectrum of residents and visitors such as The Lumineers, Sarah Jaffe, or Shakey Graves.

National Headliner Entertainment				
Band	Price	Addison Hosted In	Addison Cost	Genre
Train	\$ 400,000.00	2010	\$ 71,500.00	Pop / Rock
Mumford & Sons	\$ 500,000.00			Folk / Rock
Rob Thomas	\$ 250,000.00			Pop / Rock
ZZ Top	\$ 200,000.00			Classic Rock
Headliner Entertainment				
Band	Price	Addison Hosted In	Addison Cost	Genre
The Lumineers	\$ 90,000.00			Folk / Americana
Sugar Ray	\$ 60,000.00			Pop / Alternative
The Wallflowers	\$ 60,000.00			Pop / Alternative
Gin Blossoms	\$ 60,000.00	2006	\$ 12,500.00	Pop / Alternative
Spin Doctors	\$ 65,000.00			Pop / Alternative
Rhett Miller	\$ 40,000.00	2012	\$ 35,000.00	Alternative
Regional Headliner to Local Daytime Entertainment				
Band	Price	Addison Hosted In	Addison Cost	Genre
Shakey Graves	\$ 20,000.00			Americana
Asleep at the Wheel	\$ 25,000.00			Country
Dallas String Quartet	\$ 2,000.00			
Whiskey Folk Ramblers	\$ 2,000.00			Folk / Rock

Restaurants & Chefs Summary



OVERVIEW OF RESTAURANTS & CHEFS

- Focus on local, innovative and up and coming chefs to highlight our culinary community and discover cross-promotional opportunities to extend event.
- No charge for restaurants to participate, in lieu of a 25% commission paid to Addison on all food and beverage sales.
- Researching restaurants still in the incubation phase such as some of those located in the Trinity Groves development as well as Farm To Table and CSA partnership opportunities.

Addison Restaurants:

All Addison restaurants will be invited and encouraged to participate with a focus on new restaurants such as: Neighborhood Services, Yard House, and Ramen Hakata along with Addison's long time participants such as: Chamberlain's, Cantina Laredo, and Blue Goose.

Guest Restaurants:

Fork & Cork is intended to bring awareness to our culinary community including some of our neighboring chefs and restaurants. As we pursue different chefs/restaurants we are looking for those who are unique, recognizable and notable as innovative leaders in the restaurant business.

Guest & Featured Chef Ideas:

Tim Byers – *Smoke, Chicken Scratch, and American Outpost Tavern*

2014 Fork & Cork Fire Pit; 2014 James Beard Winner for SMOKE

Kent Rathbun – *Abacus*

2014 Fork & Cork Demo Chef; DMN- Opening new Burgers & BBQ restaurant in spring 2015

John Tesar – *Knife*

Sidedish; Texas Monthly; Eater; Opening new restaurant in 2015 – Fork

Matt McAllister – *FT33*

Texas Monthly; James Beard Semifinalist; DMN 2014 Best Dallas Chefs

Oliver Sitrin – *Blind Butcher*

Sidedish, Observer

Stephen Rogers – *Gemma*

Sidedish

Paul Qui – *Qui*

Food & Wine, Austin Eater

Addison Kaboom Town!®

July 3, 2015



KEY INITIATIVES

CELEBRATING 30TH ANNIVERSARY!

BALANCING ATTENDANCE AT
ADDISON CIRCLE PARK AND
OTHER LOCATIONS HOSTING
PRIVATE WATCHING PARTIES

PROMOTE TOURISM

HISTORY & OVERVIEW

Addison Kaboom Town!® began in 1986 as a family-oriented event featuring a fireworks display, local musical entertainment, and family style picnic games and will enter 2015 as a national leader in Independence Day events for its 30th Anniversary! Held every July 3rd, this event has grown to include a nationally acclaimed 25-minute fireworks show, an Addison Airport Air Show, and a successful annual fundraising effort for our nations military.

ATTENDANCE

Addison Kaboom Town brings an average of 500,000 people to Addison each year for its one of a kind fireworks show.

BUDGET

2015 ADDISON KABOOM TOWN!® BUDGET OVERVIEW	
STAFFING - ADDISON KABOOM TOWN!®	\$65,000
OTHER - ADDISON KABOOM TOWN!®	\$222,441
ADDISON KABOOM TOWN!® EXPENSES	\$287,441
EST. ADDISON KABOOM TOWN!® REVENUE	\$100,000
EST. ADDISON KABOOM TOWN!® NET INCOME	\$(187,441)

COMMUNITY IMPACT

As one of Addison's signature events, Addison Kaboom Town!® creates a cross-generational event rooted in tradition to promote Addison and it's local hotels, restaurants, and businesses. Bringing such a huge crowd to Addison's 4.3 square miles, Addison Kaboom Town!® has an estimated economic impact of \$2.5-\$5 million dollars. We are also proud to partner each year with a non-profit in building fundraising efforts for our nations military into our programming. The 2014 Silver for Service campaign benefitted the USO D/FW.

Addison Kaboom Town!® Summary

Mission: As one of Addison's signature events, Addison Kaboom Town!® creates a cross-generational event rooted in tradition to promote Addison and it's local community, hotels, restaurants, and businesses.

Recommending no alcoholic beverages allowed to be brought in on site at event.

- Speeds entry for a more enjoyable guest experience
- Benefits our participating vendors and sponsors, by boosting sales
- Guests will still be allowed to bring water and snacks for families looking to have the picnic experience in a cost effective manner



- Free entry for all park visitors
- Coolers allowed



ADDISON HOLIDAY DATE CHANGE

Since Kaboom Town falls on Friday the 3rd, we will recognize the holiday on Monday July 6th.



Addison Oktoberfest



KEY INITIATIVES

BRANDING RE-FRESH

INCREASE CULINARY OFFERINGS

MAINTAIN SAFETY OF EVENT AND
QUALITY EXPERIENCE FOR
GUESTS

PUSH ADVANCED SALES AND
FURTHER DEVELOP
PRE-PURCHASED PACKAGES

PROMOTE TOURISM

HISTORY AND OVERVIEW

Addison Oktoberfest is entering its 28th year and has become known as one of the most authentic Oktoberfest events outside of Munich. It is a festive experience that connects our community in a relaxed and friendly atmosphere.

ATTENDANCE

Bringing out everyone from the local residents to the traveling Oktoberfest enthusiasts, the estimated attendance is 60,000-75,000 people, making Addison Oktoberfest by far, our largest event.

BUDGET

ADDISON OKTOBERFEST BUDGET OVERVIEW	
STAFFING - OKTOBERFEST	\$137,000
OTHER - OKTOBERFEST	\$522,514
TOTAL ADDISON OKTOBERFEST EXPENSES	\$659,514
EST. ADDISON OKTOBERFEST REVENUE	\$1,000,000
EST. ADDISON OKTOBERFEST NET INCOME	\$340,486

COMMUNITY IMPACT

As one of Addison's largest and most profitable events, Addison Oktoberfest is a natural tourism generator bringing an enthusiastic crowd from across the country to enjoy this authentic German experience. Two of Addison's full-service hotels benefit the most from the event by generating over \$1,000,000 in non-traditional sales revenue as well as through a staff and community team-building exercise.

Addison Oktoberfest Summary



PROMOTIONAL OPPORTUNITIES

- Develop retail activations with sponsors
- Explore Hispanic market
- Program for increased corporate initiatives
- Expand Thursday and Sunday traffic with possible weekend pass and other promotions
- Explore social media to expand market reach
- Consider Paulaner non-alcoholic beer offering



REVIEWING BRAU HAUS MODEL

Looking to review the revenue model of this popular Oktoberfest attraction to create a more sustainable event.

Brau House Budget Overview		
	2013	2014
Seats Sold	821	892
Addison's Total Expenses	\$9,017	\$6,791
Total Revenue	\$39,577	\$44,302
Chamberlain's Percentage 85%	\$33,640	\$44,982
Addison's Percentage 15%	\$5,937	\$6,645
Addison's Net Income	\$ (3,080)	\$ (146)

Summer Series Summary

Mission: Providing summer entertainment that brings people to the Addison Circle area increasing awareness of our local community, increasing sales at surrounding restaurants and businesses, and keeping our event momentum active throughout the summer.



GENERIC BRANDING

Summer Series began in 2003 as a free event to keep Addison active throughout the summer. The Summer Series events have historically been themed by month and varied slightly season to season – Songwriters, Jazz, Salsa, Movies, etc. As we move forward we are recommending general branding as **Summer Series** to allow us the opportunity to transform and broaden the entertainment offerings.

- Allows more flexibility for programming beyond music and movies
- Ability to incorporate more community partners such as restaurants, arts organizations, hotels, etc.
- Possibility to better promote our other events and incorporate Addison branded merchandise

Event Thoughts:

Pop-Up Dinner
Christmas in July
Pre-event dining tickets
Painting with a Twist
Performing Arts Programming

Vitruvian Salsa Festival Overview



VITRUVIAN OVERVIEW

Completed in October 2011, Addison and UDR promote Vitruvian Park as an active urban space by hosting a series of events and activities throughout the year. Programming has evolved to an estimated 550 activities event hosted at Vitruvian Park throughout the year including a variety of Sports Leagues, Vitruvian Nights Live, Vitruvian Salsa Festival, and Vitruvian Lights, plus other third party events. Addison contributes \$185,000 (\$83,000 to the Summer Events and \$102,000 to the Vitruvian Lights) annually to support these events.

VITRUVIAN SALSA FESTIVAL

This family friendly event features Gourmet Food Trucks, LIVE Salsa Music and Dance Lessons by DFW's best Bands, along with DJs and Professional Instructors bringing out a multi-generational crowd to enjoy one of Addison's newest parks! This event has been one of the many successful additions to the Vitruvian Park events and enables Addison events to stay top of mind throughout the summer for our community and guests.

DETAILS

- Location: Vitruvian Park
- Dates & Times: Saturdays, June – July, 6:00pm – 10:00pm
- Attendance per event: 1,300-4,500

Through the increased popularity of this event Vitruvian has stuck with a proactive approach to the event logistics including securing extra parking and security as needed to assure the fluidity of the event.

AI-927

R2a

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: N/A

AGENDA CAPTION:

Approval of the Minutes for the January 6, 2015, January 13, 2015 and January 19, 2015 City Council Meetings and Work Sessions.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

Administration recommends approval.

Attachments

January 6th Minutes

January 13th Minutes

January 19th Minutes

DRAFT

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL WORK SESSION

January 6, 2015

6:00 PM

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX 75254

Present: Arfsten; Carpenter; Clemens; DeFrancisco; Meier; Moore

Absent: Heape

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL SPECIAL MEETING

January 6, 2015

6:00 PM

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX 75254

Posted by: Matthew McCombs, December 30, 2014, 5:00pm

WORK SESSION

WS1 Discussion regarding the City Attorney position, appointment, and appointment process.

EXECUTIVE SESSION

ES1 Closed (Executive) session of the Addison City Council pursuant to Section 551.074, Texas Government Code, to deliberate the appointment, employment, and duties of the City Attorney.

RECOMMENDATION:

The City Council entered into executive session at 6:04 pm.
The City Council closed executive session at 9:11 pm.

Adjourn Meeting

Mayor-Todd Meier

Attest:

City Secretary-Chelsea Gonzalez

DRAFT

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL WORK SESSION

January 13, 2015

5:30 PM

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX 75254

5:30 PM Work Session I 7:30 PM Regular Meeting

Present: Arfsten; Carpenter; Clemens; DeFrancisco; Heape; Meier; Moore

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL REGULAR MEETING

January 13, 2015

5:30 PM

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX 75254

5:30 PM Work Session I 7:30 PM Regular Agenda

Posted by: Matthew McCombs, January 9, 2015, 5:00pm

WORK SESSION

WS1 Discussion regarding the City Attorney position, appointment, and appointment process.

WS2 Presentation and discussion of the 2015 Addison Special Events.

WS3 Presentation and discussion regarding the Town's policy regarding the regulation of private signage.

REGULAR MEETING

Pledge of Allegiance

Announcements and Acknowledgements regarding Town and Council Events and Activities

Discussion of Events/Meetings

Consent Agenda.

-
- R2a Approval of the Minutes for the December 8, 2014 and December 9, 2014 City Council Meetings and Work Sessions.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by DeFrancisco

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape, Meier, Moore

Passed

- R2b Approval of a resolution authorizing the City Manager to adopt The Regional Transportation Council Revised Clean Fleet Vehicle Policy.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by DeFrancisco

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape, Meier, Moore

Passed

- R2c Approval of and authorizing the City Manager to take action regarding consent for the creation of a leasehold mortgage in favor of The Ohio National Life Insurance Company (the Bank) for 6200 GP, LLC, the ground tenant at 4550 Jimmy Doolittle Drive, for purposes of securing a loan in the amount of \$1,105,000.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by DeFrancisco

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape, Meier, Moore

Passed

- R2d Approval of and authorizing the City Manager to execute purchase agreements for a Utility and Sidewalk easement at 3820 Belt Line Road in the amount of \$18,252.15; 3805 Belt Line Road for an amount of \$5,000; and 4101 Belt Line Road for an amount of \$17,780.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,
Seconded by DeFrancisco

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape, Meier, Moore

Passed

- R2e Approval of and authorizing the City Manager to execute an annual renewable mowing contract with VMC Landscape for mowing of parks, green belts, street medians and municipal building grounds totaling \$115,576.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,
Seconded by DeFrancisco

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape, Meier, Moore

Passed

- R2f Approval of and authorizing the City Manager to execute an amended agreement with Kanter Financial Forensics, LLC, regarding a review of the Town's financial and accounting practices, that increases the not-to-exceed amount of the agreement from \$49,850 to \$51,850.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by DeFrancisco

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,
Meier, Moore

Passed

-
- R2g Approval of and authorizing the City Manager to award a contract to Records Consultant, Inc for the inventory of all rolling stock and tactical weaponry for an amount not to exceed \$12,950.

RECOMMENDATION:

Administration recommends approval. This is a COSO initiative.

Council Member DeFrancisco pulled item R2g for clarification.

Eric Cannon, Chief Financial Officer, spoke regarding this item.

After discussion, the item was placed back on the consent agenda.

Motion made by Clemens to approve, as submitted,
Seconded by DeFrancisco

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,
Meier, Moore

Passed

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,
Meier, Moore

Passed

-
- R2h Approval of and authorizing the City Manager to execute a contract with Dunbar for cash manager safes for an amount not to exceed \$16,451.64.

RECOMMENDATION:

Administration recommends approval. This is a COSO initiative.

Council Member DeFrancisco pulled item R2h for clarification.

Eric Cannon, Chief Financial Officer, spoke regarding this item.

After discussion, the item was placed back on the consent agenda.

Regular Items

- R3 Discussion, consider and take action approving and authorizing the City Manager to execute a contract for services with Shakespeare Dallas for Addison's sponsorship of Shakespeare in the Park in Addison Circle Park in October 2015 and October 2016 in the amount of \$46,500 annually.

RECOMMENDATION:

Administration recommends approval.

Barbara Kovacevich, Director of Special Events, presented and spoke regarding this item.

Rafael Parry, Executive and Artistic Director of Shakespeare in the Park also spoke regarding this item.

Motion made by DeFrancisco to approve, as submitted,
Seconded by Carpenter

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,
Meier, Moore

Passed

- R4 Discussion, consider and take action regarding an appointment to the Board of Zoning Adjustment.

Council Member DeFrancisco recommended the appointment of Reggie Carney to the Board of Zoning Adjustment.

Motion made by DeFrancisco
Seconded by Meier

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,
Meier, Moore

Passed

- R5 Presentation and discussion of the Planning and Zoning Commission Annual Report for 2014 by Planning and Zoning Chairman, Ralph Doherty.

The item was pulled from the agenda and no action was taken.

- R6 Presentation and discussion regarding the status of zoning changes and development projects approved in 2014.

Charles Goff, Assistant Director of Development Services, spoke regarding this item.

There was no action taken on this item.

-
- R7 Presentation and discussion regarding the Addison zip code project to establish a uniform zip code (75001) throughout Addison.

Charles Goff, Assistant Director of Development Services, presented and spoke regarding this item.

There was no action taken on this item.

-
- R8 Presentation and update regarding health insurance enrollments for calendar year 2015 and Fiscal Year 2014/2015 employee compensation adjustments.

Passion Hayes, Director of Human Resources, and Lea Dunn, City Manager, spoke regarding this item.

There was no action taken on this item.

-
- R9 Presentation and discussion concerning the findings of the Addison Road Pavement study and analysis.

RECOMMENDATION:

Administration recommends alternative 3 pending final costs and funding.

Jason Shroyer, Assistant Director of Infrastructure, presented and spoke regarding this item.

There was no action taken on this item.

-
- R10 Presentation and discussion regarding updates on the progress of the Belt Line Utility Relocation and the Addison Water Elevated Storage Tower rehabilitation projects.

Lisa Pyles, Director of Infrastructure and Development Services, spoke regarding this item.

There was no action taken on this item.

- R11 Discussion, consider and take action regarding an ordinance amending Article IV (Hotel Occupancy Tax) of Chapter 74 (Taxation) of the Code of Ordinances by adding new section 74-108 pertaining to certificates and documentation as may be required by the director of finance from a person required to collect the hotel occupancy tax stating and supporting a qualification for an exemption from or non-imposition of the tax.

RECOMMENDATION:

The item was pulled from the agenda and there was no action taken.

-
- R12 Discussion and consideration of any action relating to the appointment of the City Secretary.

RECOMMENDATION:

Administration recommends appointment of Chelsea Gonzalez as City Secretary.

Lea Dunn, City Manager, spoke regarding this item.

Motion made by Meier to appoint Chelsea Gonzalez as City Secretary,

Seconded by Clemens

Voting AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape, Meier, Moore

Passed

Adjourn Meeting

Mayor-Todd Meier

Attest:

City Secretary-Chelsea Gonzalez

DRAFT

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL WORK SESSION

January 19, 2015

5:30 PM

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX 75254

Present: Arfsten; Carpenter; Clemens; DeFrancisco; Heape; Meier; Moore

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL SPECIAL MEETING

January 19, 2015

5:30 PM

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX 75254

Posted by: Matthew McCombs, January 16, 2015, 5:00pm

WORK SESSION

WS1	Discussion regarding the City Attorney position, appointment, and appointment process.
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EXECUTIVE SESSION

ES1	Closed (Executive) session of the Addison City Council pursuant to Section 551.074, Texas Government Code, to deliberate the appointment, employment, and duties of the City Attorney.
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RECOMMENDATION:

The City Council entered into executive session at 5:34 pm.
The City Council closed executive session at 9:46 pm.

Adjourn Meeting

Mayor-Todd Meier

Attest:

City Secretary-Chelsea Gonzalez

AI-918

R2b

Combined Meeting

Meeting Date: 01/27/2015

Department: Special Events

Council Goals: Create raving fans of the Addison Experience.
Maintain and enhance our unique culture of creativity and innovation.

AGENDA CAPTION:

Approval of and authorizing the City Manager to execute a contract with Shag Carpet Prop Rentals for Decor Services and Rentals for Addison Special Events (Bid No. 15-14) for an amount not to exceed \$80,449 annually.

FINANCIAL IMPACT:

Funding Source: Hotel Fund - Special Events

Amount: \$80,449.30 annually in 2015-2017 plus the option to renew in 2018 and 2019.

BACKGROUND:

Shag Carpet Prop Rentals provided services to the Town of Addison for the 2014 Event Season after they bought out Fun Factory Events (FFE), whom the Town of Addison had utilized since 1993. In December 2014, staff solicited a Request for Proposal for Décor Services and Rentals through Bid Sync. One proposal from Shag Carpet Prop Rentals was received. The attached document summarizes the bid that was received, along with the selection committee's unanimous recommendation for approval of Shag Carpet Prop Rentals.

A review committee comprised of the following people evaluated the proposal:
Barbara Kovacevich, Director of Special Events
Keila Fairbanks, Senior Special Events Coordinator
Shelbi Stofer, Special Events Coordinator

Shag Carpet Prop Rentals will provide décor services and rentals, which include festival décor, decorative fencing, signage, booth facades, event props, specialty seating areas, etc.

The total 2015 budget for Decor Services and Rentals is \$86,605 with the proposal from Shag Carpet Prop Rentals falling beneath that at \$80,449.30. The \$3,558.23 increase from our actual cost in 2014 will accommodate the need for updated signage and banners for the 2015 events as well as changes to Fork &

Cork, still within our allotted budget.

The recommendation is for the approval of a three year contract with Shag Carpet Prop Rentals with the option to renew for two years. They have provided quality services in our time working with them and their proposal outlined adequate experience, creativity, reputation, and a cost-effective plan to uphold the event's outstanding brand.

RECOMMENDATION:

Administration recommends approval.

Attachments

Decor Services Budgeted vs. Proposal

Décor Services and Rentals for Special Events– Bid No. 15-14
Overview of Budget and Proposal Submitted from Shag Carpet Prop Rentals

Décor Services and Rentals - Bid No. 15-14			
	2014 Actual	2015 Budget	Shag Carpet Prop Rentals
Fork & Cork	\$26,045.57	\$23,000.00	\$28,988.00
Front Gate	\$6,285.00	\$6,285.00	\$ -
Storage	\$1,890.00	\$1,890.00	\$1,500.00
Media Dinner	\$4,703.00	\$ 0	\$5,710.00
KaboomTown	\$5,190.00	\$16,620.00	\$5,127.50
Oktoberfest	\$35,730.50	\$38,810.00	\$39,123.80
Grand Total	\$76,891.07	\$86,605.00	\$80,449.30

AI-920

R2c

Combined Meeting

Meeting Date: 01/27/2015

Department: Special Events

Council Goals: Create raving fans of the Addison Experience.

AGENDA CAPTION:

Approval of and authorizing the City Manager to execute a contract with RSR Event Services for special event parking services for an amount not to exceed \$32,598 annually.

FINANCIAL IMPACT:

Funding Source: Hotel Fund – Special Events

Amount: \$32,597.64 annually in 2015-2017 plus the option to renew for 2018 and 2019.

BACKGROUND:

The Town of Addison has utilized RSR Event Services for Parking Services at our Special Events for the past 15 years. In December 2014, staff solicited a Request for Proposal for Parking Services through Bid Sync and two proposals were received. The attached document summarizes the proposal that were received along with the selection committee's unanimous recommendation for approval of RSR Event Services for Parking.

A review committee comprised of the following people evaluated the proposals:
Barbara Kovacevich, Director of Special Events
Keila Fairbanks, Senior Special Events Coordinator
Shelbi Stofer, Special Events Coordinator

The recommendation is for the approval of a contract with RSR Event Services for Parking Services for Special Events. They have provided quality services in our time working with them and their proposal leads to our recommendation based on their expertise, reputation and cost-effectiveness.

The RSR Event Services proposal amount of \$32,597.64, exceeds our current budget of \$30,120.00 by \$2,477.64. To compensate for the overage we plan to adjust our décor and lighting needs for the events. This is feasible according to our recent Décor Services and Rentals proposal falling below our current décor budget.

The RSR Event Services 2015 proposal increased by \$3,130.72 from our 2014

actual expenditures in order to accommodate an estimated increase in attendance for the 2015 Fork & Cork event.

RECOMMENDATION:

Administration recommends approval.

Attachments

Parking Services for SE Budget vs Proposals

Parking Services for Special Events– Bid No. 15-13
 Overview of Budget and Proposal Submitted from
 RSR Event Services and ACE Parking Management

Parking Services - Bid No. 15-13				
	2014 Actual	2015 Budget	RSR Event Services	ACE Parking Management
Fork & Cork	\$8,717.45	\$8,718.00	\$12,067.39	\$13,318.30
KaboomTown	\$5,629.42	\$5,150.00	\$5,495.42	\$5,638.54
Oktoberfest	\$15,480.05	\$16,252.00	\$15,034.83	\$15,356.24
Grand Total	\$29,466.92	\$30,120.00	\$32,597.64	\$34,313.08

AI-926

R2d

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: COSO Initiative

AGENDA CAPTION:

Approval and authorizing the City Manager to issue a purchase order with Infosol, Inc to develop a report from the Courthouse 2000 system for the amount of \$4,000.

FINANCIAL IMPACT:

Funding Source: General Fund -Funds to be allocated in future budget amendment

Amount: \$4,000

BACKGROUND:

In November 2014, the Town contracted with Kanter Financial Forensics, LLC (Kanter) to conduct a review of the Town's financial and accounting practices. One of the scopes of the agreement was to conduct an analysis of municipal court. Kanter has requested for a specific report to be developed from the Courthouse 2000 system. This report will show the status of court payment transactions (includes non-cash) for a set period time. This is a complicated report that requires developer knowledge in order to create. Courthouse 2000 is a proprietary system, which requires specific knowledge to access the database information. Due to this fact, Town staff does not have the expertise needed to develop this report. This system is owned by Infosol, Inc., and they have proposed to produce this report for a cost of \$4,000.

RECOMMENDATION:

Administration recommends approval.

AI-922

R3

Combined Meeting

Meeting Date: 01/27/2015

Department: Infrastructure- Development Services

Council Goals: Create and implement a Comprehensive Land Use/Revitalization Plan

AGENDA CAPTION:

PUBLIC HEARING Case 1708-SUP/Fast Furious Japanese Grill. Public hearing, discussion, consider and take action regarding an ordinance changing the zoning on property located at 3761 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 098-049, by approving for that property a Special Use Permit for a restaurant, on application from 2F2 Inc., represented by Mr. Jay Woo.

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on January 20, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 3761 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 098-049, by approving for that property a Special Use Permit for a restaurant, subject to no conditions.

Voting Aye: Doherty, Groce, Hughes, Oliver, Robinson, Smith, Wheeler

Voting Nay: none

Absent: none

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

Administration recommends approval.

Attachments

1708-SUP Fast Furious Japanese Grill\1708-SUP Fast Furious Japanese Grill Council Packet

1708-SUP

PUBLIC HEARING Case 1708-SUP/Fast Furious Japanese Grill. Public hearing, discussion and take action concerning a recommendation regarding an ordinance changing the zoning on property located at 3761 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 098-049, by approving for that property a Special Use Permit for a restaurant, on application from 2F2 Inc., represented by Mr. Jay Woo.





January 16, 2015

STAFF REPORT

RE: 1708-SUP/Fast Furious Japanese Grill

LOCATION: 3761 Belt Line Road

REQUEST: Approval of an ordinance changing the zoning on property located at 3761 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 098-049, by approving for that property a Special Use Permit for a restaurant.

APPLICANT: 2F2 Inc, represented by Mr. Jay Woo

DISCUSSION:

Background: This is the same restaurant that was presented to the Commission at the November meeting. There was some confusion between the tenant and land lord that led the tenant to design their restaurant and bringing forward the zoning request for the incorrect space in the center. This error was caught after the case was heard at the Planning and Zoning hearing, but prior to going to Council, and was withdrawn until the corrected request could be submitted.

The applicant is requesting to occupy a 2,580 square feet lease space in the eastern building of Addison Plaza. This is 344 square feet less than the previous suite. This suite has never been occupied by a restaurant use. Other uses in the center include restaurant, retail, and financial.

Proposed Plan: The applicant is proposing to convert this vacant space into a restaurant with seating for 55.

Fast Furious Japanese Grill is a fast casual concept which serves hibachi prepared Japanese dishes, sushi and other dishes. The concept currently has one other location in Irving on Royal Lane.

Exterior Facades: The applicant is not proposing to make any changes to the existing façade.

Parking: This is part of a mixed-use center and must provide parking at a ratio of one space per 100 square feet. This space will require 26 parking spaces, which are available on site.

Landscaping: The property appears to be in compliance with the current landscaping standards. An inspection will occur during the construction process and any issues will need to be addressed before the certificate of occupancy is issued.

Food Service Code: This restaurant will require the installation of an appropriately sized grease trap, and the applicant should be advised that the restaurant will be subject to all regulations contained in the Addison Food Service Ordinance.

RECOMMENDATION: APPROVAL

Fast Furious Japanese Grill is a new concept to Addison that provides an offering not currently available in town. Staff recommends approval subject to no conditions.

Land Use Analysis

Attributes of Success Matrix

Fast Furious Japanese Grill, 3761 Belt Line Road

1708-SUP

Attribute	Comment	Score
Competitive	Restaurants this far west on Belt Line have a mixed history of success.	
Safe	The project will be safe.	
Functional	The floor plan indicates the restaurant will be functional.	
Visually Appealing	This center is very well landscaped.	
Supported with Amenities	The building will be supported by residential and retail uses in the area.	
Environmentally Responsible	Fast Furious has a commitment to high quality, fresh ingredients.	
Walkable	The site is somewhat walkable. This will be improved during the Belt Line utility project.	
Overall Assessment	Fast Furious Japanese Grill offers a cuisine not otherwise offered in Addison and has the potential to be a quality fast casual restaurant .	

Case 1708-SUP/Fast Furious Japanese Grill
January 21, 2015

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on January 20, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 3761 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 098-049, by approving for that property a Special Use Permit for a restaurant, subject to no conditions.

Voting Aye: Doherty, Groce, Hughes, Oliver, Robinson, Smith, Wheeler

Voting Nay: none

Absent: none

AI-923

R4

Combined Meeting

Meeting Date: 01/27/2015

Department: Infrastructure- Development Services

Council Goals: Create and implement a Comprehensive Land Use/Revitalization Plan

AGENDA CAPTION:

PUBLIC HEARING Case 1709-Z/Town of Addison. Public hearing, discussion, consider and take action regarding an ordinance amending the Code of Ordinances of the Town by amending Appendix A - Zoning, thereof, the same being the Comprehensive Zoning Ordinance by amending Article XIV (I-3 Industrial District Regulations), Section 1, by adding airport to the list of permitted uses in the I-3 Industrial District and amending Article XXX (Definitions) by adding thereto a definition of airport, on application from the Town of Addison, represented by Mr. Charles Goff.

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on January 20, 2015, voted to recommend approval of an ordinance amending the Code of Ordinances of the Town by amending Appendix A - Zoning, thereof, the same being the Comprehensive Zoning Ordinance by amending Article XIV (I-3 Industrial District Regulations), Section 1, by adding airport to the list of permitted uses in the I-3 Industrial District, in accordance with the terms, conditions and restrictions set forth in this ordinance and in any other ordinance of the Town and with applicable laws, rules and regulations; and amending Article XXX (Definitions) by adding thereto a definition of airport, subject to no conditions.

Voting Aye: Doherty, Groce, Hughes, Oliver, Robinson, Wheeler

Voting Nay: Smith

Absent: none

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

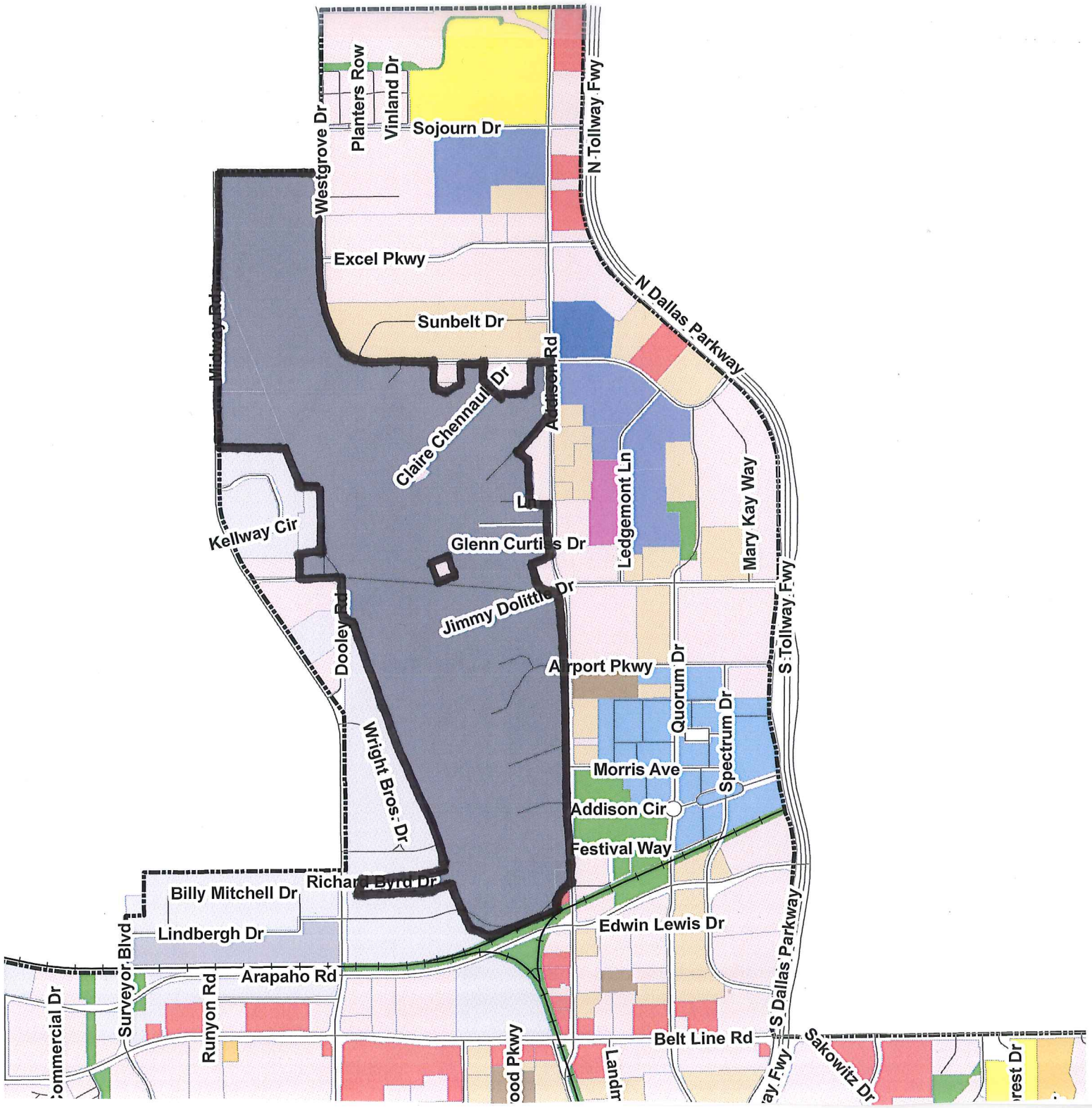
Administration recommends approval.

Attachments

1709-Z Town of Addison Council Packet

1709-Z

PUBLIC HEARING Case 1709-Z/Town of Addison. Public hearing, discussion and take action concerning a recommendation regarding an ordinance amending the Code of Ordinances of the Town by amending Appendix A - Zoning, thereof, the same being the Comprehensive Zoning Ordinance by amending Article XIV (I-3 Industrial District Regulations), Section 1, by adding airport to the list of permitted uses in the I-3 Industrial District, in accordance with the terms, conditions and restrictions set forth in this ordinance and in any other ordinance of the Town and with applicable laws, rules and regulations; and amending Article XXX (Definitions) by adding thereto a definition of airport, on application from the Town of Addison, represented by Mr. Charles Goff.





January 16, 2015

STAFF REPORT

RE: 1709-Z/Town of Addison

LOCATION: The area commonly known as Addison Airport bordered generally by Lindbergh Drive to the south, Midway Road to the West, Addison Road to the East, and Westgrove Drive to the North, and properties abutting Ratliff Lane.

REQUEST: Approval of an ordinance amending Article XIV (I-3 Industrial District Regulations), Section 1, by adding airport to the list of permitted uses and amending Article XXX (Definitions) by adding thereto a definition of airport.

APPLICANT: Town of Addison, represented by Mr. Charles Goff

DISCUSSION:

Background: Construction on Addison Airport began in 1956 and it officially opened in January of 1957. Therefore, it existed before the Town's original zoning ordinance, which was passed in 1965.

The zoning ordinance designated the airport and certain properties around the airport as the Industrial-3 zoning district, which has the lowest level of development standards to accommodate the airport. However, an airport isn't listed as an allowed use in I-3; instead the zoning ordinance requires that a Special Use Permit be issued for an "airport, landing strip, or airport facilities." The airport pre-dates these zoning requirements, so although allowed, it is complicated to for a reader of the Code to see how the airport is permitted.

Current Request: Staff is proposing to clarify the Zoning Code with regards to the airport by making two amendments. First, would be to add an airport to the list of allowed uses in the I-3 district to expressly state that it is permitted.

The second proposed amendment would be to Article XXX of the Zoning Code, which lists definitions of terms used throughout the code, in order define the term airport. Staff based the definition of an airport, in part, on the definition found in the Texas Transportation Code and is proposing the following definition:

Airport means:

- (a) an area used or intended for use for the landing and takeoff of aircraft and other aviation uses,
- (b) an appurtenant area used or intended for use for an airport building or other airport facility or right-of-way, including a building or facility for the shelter, supply, repair, and maintenance of aircraft and related purposes,
- (c) an airport building or facility located on an appurtenant area,
- (d) facilities for the fueling of aircraft, and
- (e) buildings for office use, and
- (f) related uses and buildings and other uses and buildings incidental to any of the foregoing.

RECOMMENDATION: APPROVAL

Addison Airport is an integral part of the Town and has played a defining role in the history of Addison's development for almost 60 years. These amendments clean up the Zoning Code to more clearly express that it is permitted and will not impact or change airport operations in anyway.

Case 1709-Z/Town of Addison
January 21, 2015

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on January 20, 2015, voted to recommend approval of an ordinance amending the Code of Ordinances of the Town by amending Appendix A - Zoning, thereof, the same being the Comprehensive Zoning Ordinance by amending Article XIV (I-3 Industrial District Regulations), Section 1, by adding airport to the list of permitted uses in the I-3 Industrial District, in accordance with the terms, conditions and restrictions set forth in this ordinance and in any other ordinance of the Town and with applicable laws, rules and regulations; and amending Article XXX (Definitions) by adding thereto a definition of airport, subject to no conditions.

Voting Aye: Doherty, Groce, Hughes, Oliver, Robinson, Wheeler

Voting Nay: Smith

Absent: none

AI-924

R5

Combined Meeting

Meeting Date: 01/27/2015

Department: Infrastructure- Development Services

Council Goals: Create and implement a Comprehensive Land Use/Revitalization Plan

AGENDA CAPTION:

Discussion and take action regarding the appointment of a member to the Planning and Zoning Commission.

FINANCIAL IMPACT:

N/A

BACKGROUND:

Commissioner Doherty's third term on the Planning and Zoning Commission expires on January 25th. Commissioner Doherty's appointment belongs to Council Member Carpenter.

RECOMMENDATION:

Attachments

Skip Robbins' Resume

Marshall K. Robbins

Marshall K. (Skip) Robbins has been an Addison resident since 1999. Upon retiring from EDS in 2005 (see attached resume for work experience), he has remained active in volunteer and community services. He is a 2002 graduate of Addison's Citizen Academy and lead the Public Relations subcommittee of the 2006 Addison Citizens Advisory Committee. He served on the 2011 Airport Bond Committee and is currently a member of Addison's Board of Zoning Adjustments (BZA).

Other volunteer activities include:

DFW Habitat for Humanity – 9 years

Dallas Arboretum – 2 years

Junior Achievement – 7 years (honored as DFW Volunteer of the Year)

DFW USO – 6 years

Children's Hospital Christmas Parade – 15 years

Defenders of Freedom – 3 years

Honor Flight DFW – 3 years

With EDS, Mr. Robbins was the Executive Director of the central region of EDS' Client Solutions organization. He was the Global Client Executive for EDS' relationship with ExxonMobil, Texas Utilities and other energy clients.

Previous responsibilities as Vice President of the Global Energy and Chemical Strategic Business Unit (SBU) include: management of strategic business alliances for the Energy SBU; operational delivery for Year 2000 services to energy accounts; overall management for the Petroleum Retail Marketing business offerings; account management responsibility for all EDS global Petroleum, Chemical and Pharmaceutical accounts; and management of three, operating company accounts at Enron. Mr. Robbins joined EDS as part of the transition when Enron contracted with EDS for facilities management services, effective January 1, 1989.

Prior to joining EDS, Mr. Robbins was Vice President, Computer Utility for Enron Corp. He joined Enron in April 1985 as Director, Planning and Administration for Houston Natural Gas. He was named Corporate Vice President, Information Services in October 1986, and was named Vice President, Computer Utility in December 1987. Other business experience includes eight years with Superior Oil Company and ten years with Lockheed Electronics Company.

Mr. Robbins received a Bachelor of Science degree in mathematics from The University of Houston and a Masters of Business Administration degree from Pepperdine University. He is a Certified Systems Professional (CSP).

AI-915

R6

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: N/A

AGENDA CAPTION:

Presentation by the National Weather Service regarding weather preparedness and other related weather items.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

Attachments

Presentation

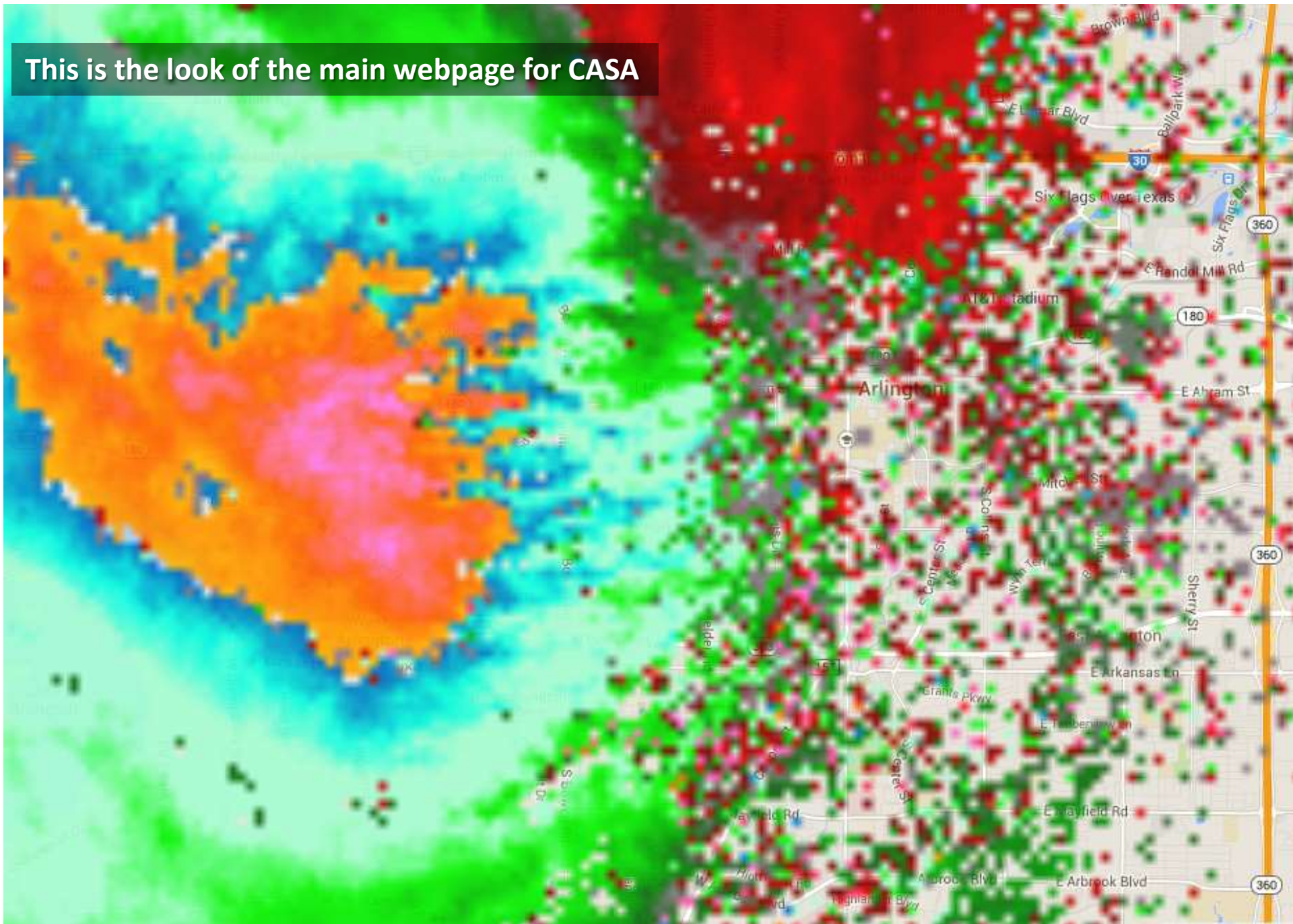
CASA Highlights 2014

Mark Fox
Warning & Coordination Meteorologist
National Weather Service
Dallas / Fort Worth

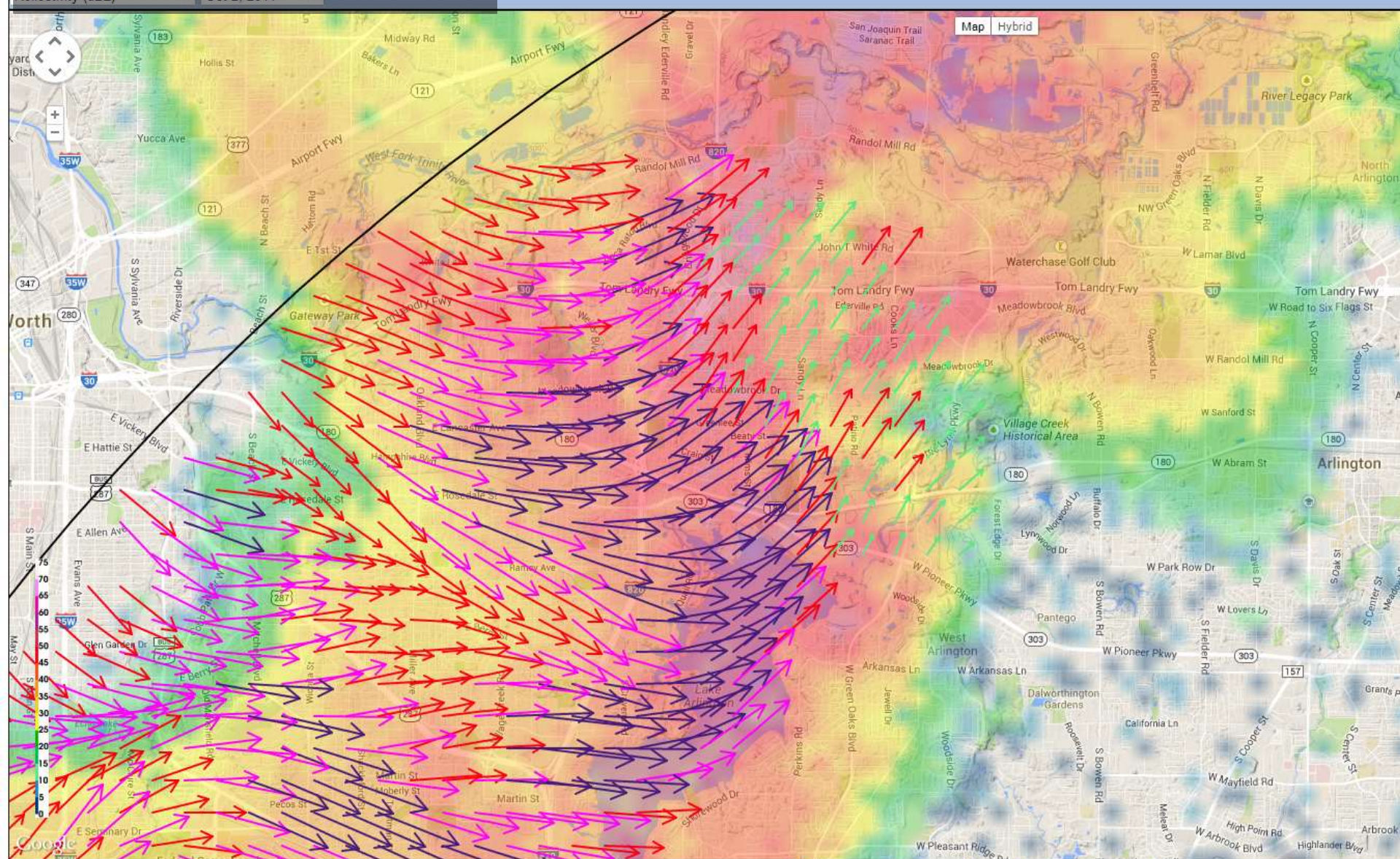
CASA Data – October 2, 2014

- Data came through with flying colors
 - For the most part
 - Raw data builds confidence that the data can and should be used
- WFO interface still isn't robust
 - Unable to loop or sample in real time
 - AWIPS II coming February 17th!
- There is a lot more data to sift through
 - This is fantastic, and frightening

This is the look of the main webpage for CASA



This is what we see at the NWS



10/2/2014 15:52:10 CDT

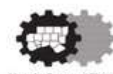
Play

Prev

Next

Winds

Opq



North Central Texas



CASA – Bottom Line

- National Weather Service still learning how to use the data operationally
- Technology limitations on our part are ending
- Data being used to give specific information in chat, social media, and other NWS information
- CASA being used routinely in post event reviews



Mark Fox

WCM, WFO Dallas/Fort Worth

mark.fox@noaa.gov

817.429.2631

AI-908

R7

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals:

AGENDA CAPTION:

Presentation by North Texas Tollway Authority regarding system improvements and transportation matters.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

Attachments

Presentation

North Texas Tollway Authority

Elizabeth Mow, P.E.

Assistant Executive Director of Infrastructure

Town Council of Addison

Jan. 27, 2015

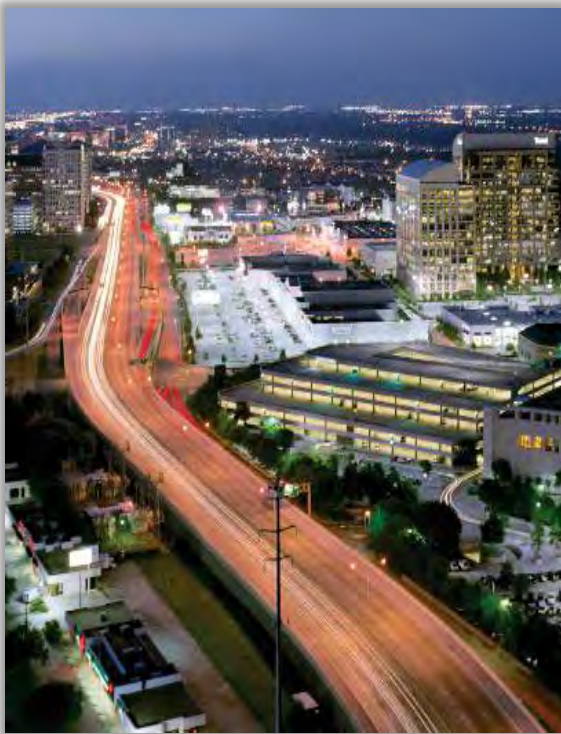
In the Beginning



- **Origins:** Texas Turnpike Authority – 1953
- **Destination:** Fort Worth ➡ Dallas
- **Next Chapter:** Dallas North Tollway – 1968



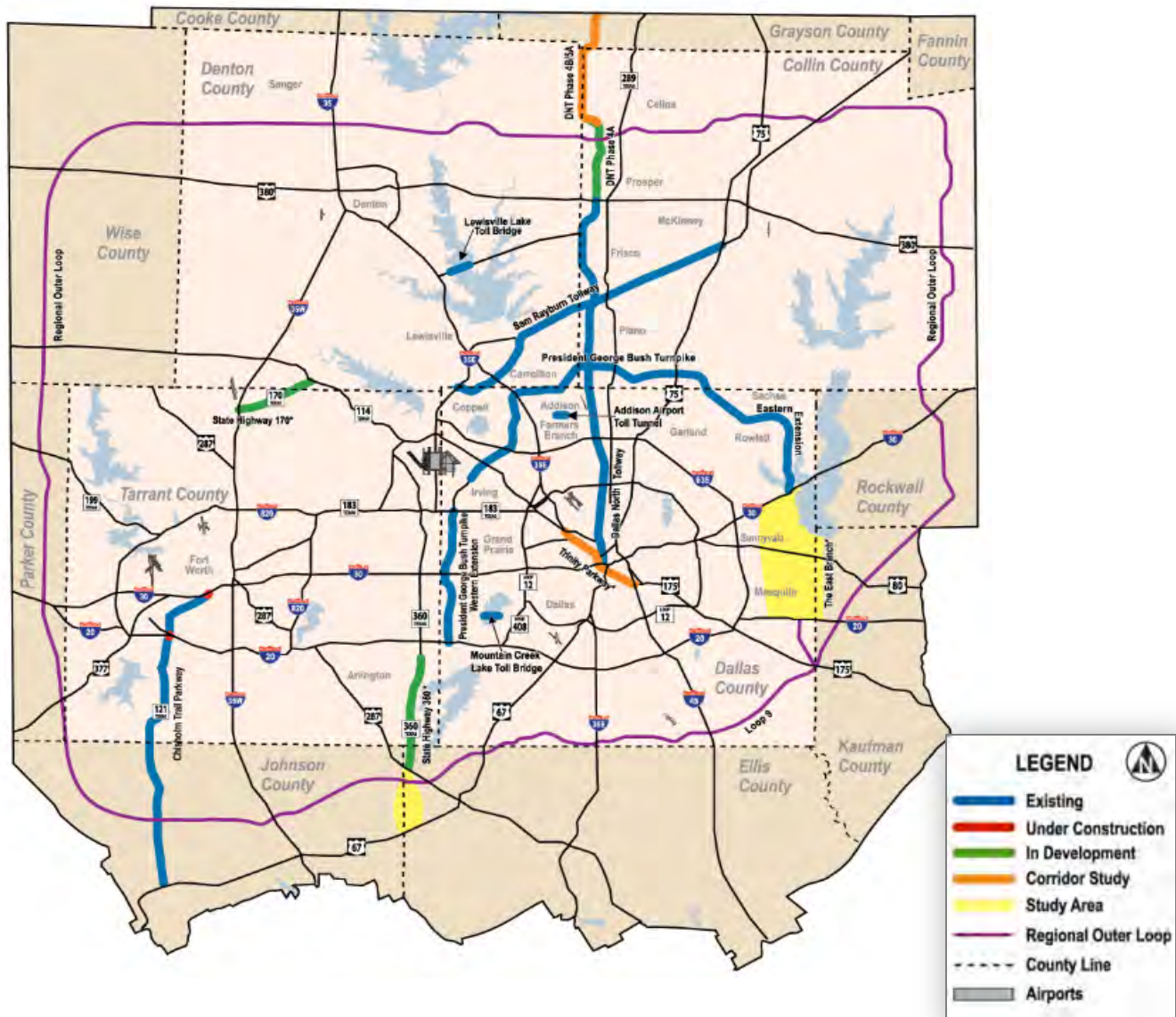
Latest Edition



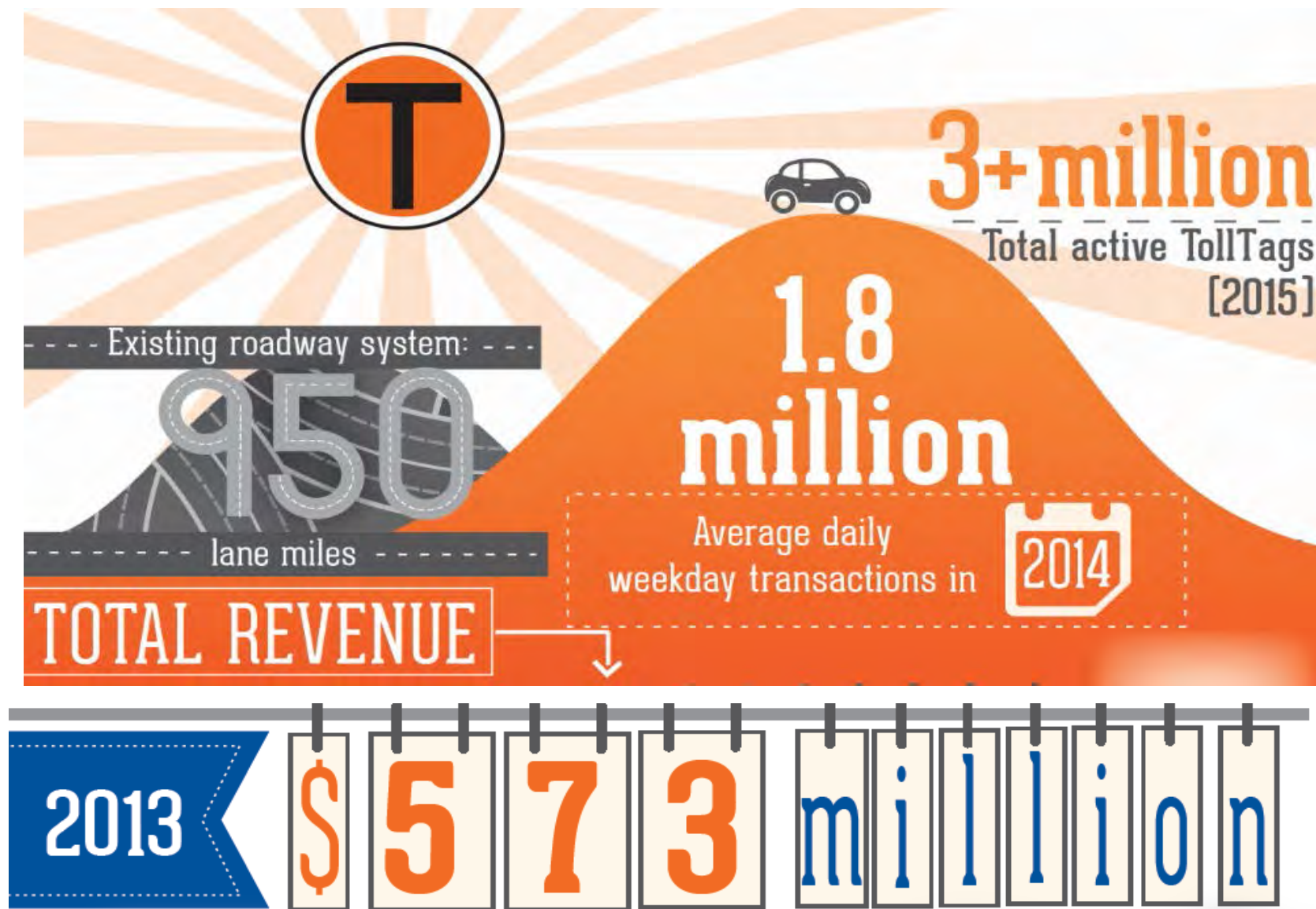
- **1997:** NCTA established
- **2007-2014:** More than **\$4 billion** investment in new/existing toll projects
- **2014:** **950** lane miles
- **2015:** Est. **6.5 million** customers
- **To Date:** **\$3.4 billion** to regional non-tolled/tolled transportation projects



NTTA Facility Map



By the Numbers



Customer Service Matters

Customer Service:



Annual customer contacts [2014]:
4.7 Million



Annual web visits [2014]:
8.7 Million



Customers who drive on NTTA
toll roads annually: **6.5 Million**

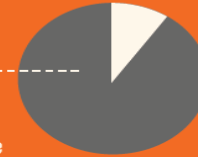


Local employees: **743**

that's why we have an

90%

customer satisfaction rate



that means 9 out of 10 people are satisfied with our customer service



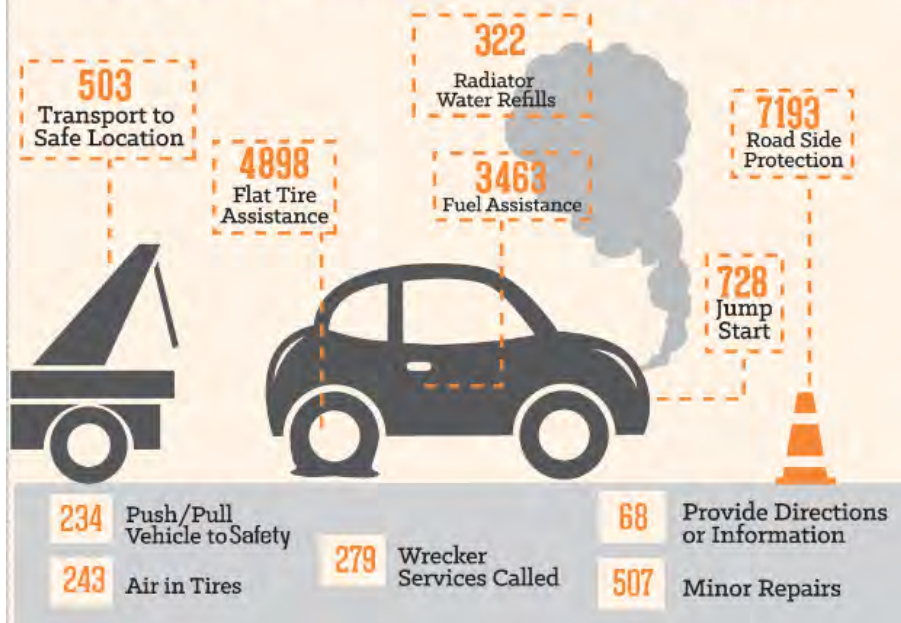
and we are working on that last person

In 2014 we helped

18,438

people reach their
destination safely with
FREE motor assists

HERE'S THE "BREAKDOWN"



DNT at Beltline Development



DNT Open Phase 1 – Opened to Traffic



TollTags – 1989 Edition



Dallas North Tollway Embraces 21st Century



DNT and Sam Rayburn



All Electronic Tolling



Future Outlook: Capital Improvements

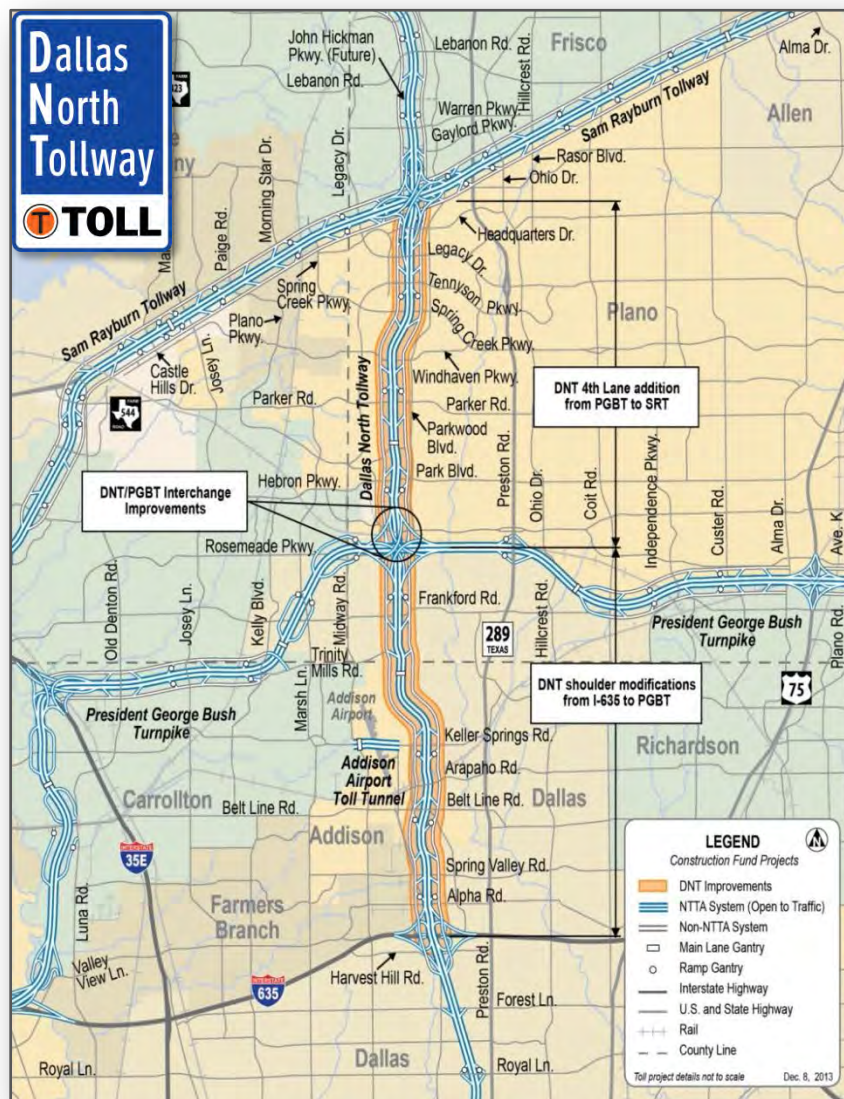
Five-Year Capital Plan

Project Classification	2015	2016	2017	2018	2019	Total
Reserve Maintenance Projects	\$22,480,524	\$17,923,600	\$13,895,238	\$18,432,521	\$25,975,683	\$98,707,566
Capital Improvement Projects	\$179,686,993	\$163,639,400	\$103,880,525	\$53,001,101	\$32,843,256	\$533,051,275
Consolidated NTTA System Construction Projects	\$6,760,800	\$18,515,000	\$36,365,000	\$30,440,000	\$66,955,000	\$159,035,800
Special System Construction Projects	\$43,669,450	\$2,012,900	\$164,500	\$898,500	\$6,269,790	\$53,015,140
Corridors Under Study Projects	\$551,000	\$660,000	\$160,000	\$160,000	\$10,000	\$1,541,000
TOTAL	\$253,148,767	\$202,750,900	\$154,465,263	\$102,932,122	\$132,053,729	\$845,350,781

Projects Classification from 2015 – 2019 total:
\$845,350,781

Capital Improvements – DNT

- **SRT to PGBT:**
Addition of a **fourth lane** with some new right of way needs
- **PGBT to Belt Line Road:**
Addition of a **fourth lane** within the existing right of way
- **DNT/PGBT interchange:**
Improvements to reconfigure existing direct-connector ramps



DNT Improvements - North

SRT to PGBT:

- Addition of fourth lane to the outside
- Bridge widenings
- Ramp improvements (Parker to Windhaven)
- Aesthetic improvements including landscaping

PGBT/DNT interchange:

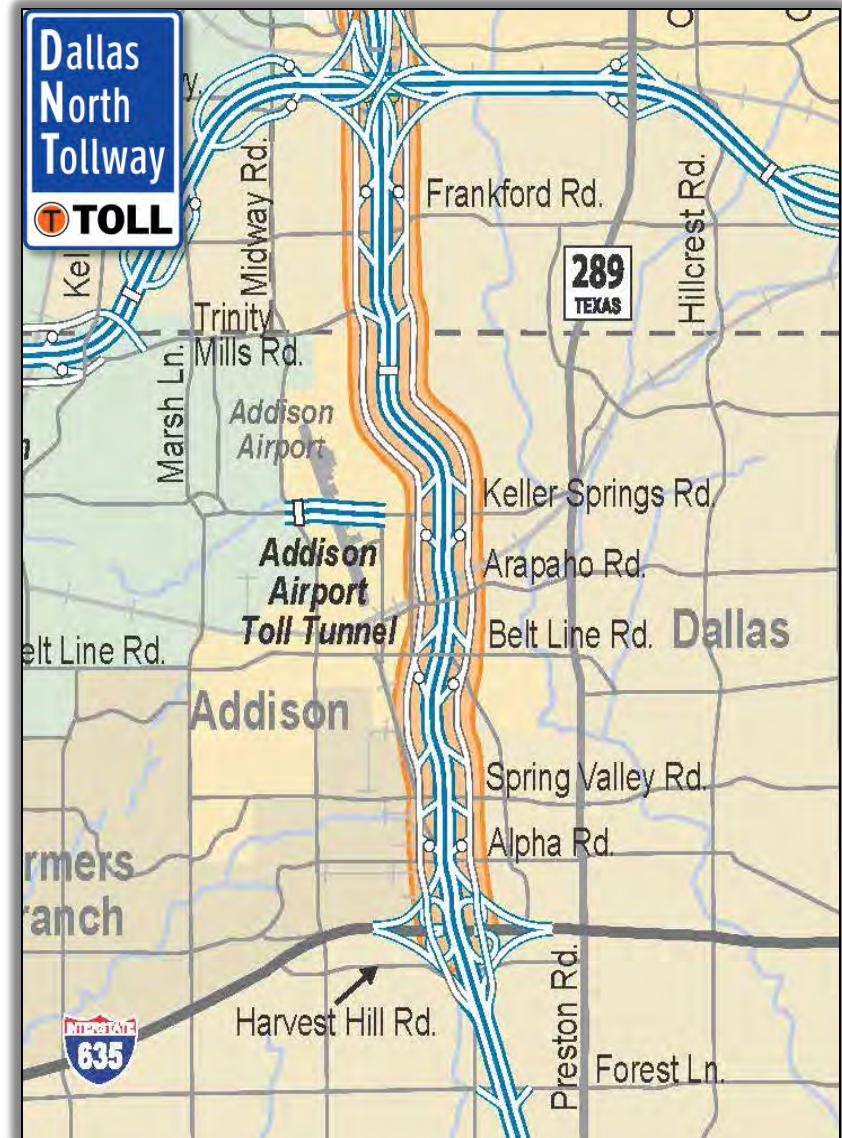
- Eliminate weave at Park Blvd.
- Direct connect ramps on north side expand to two lanes



DNT Improvements - South

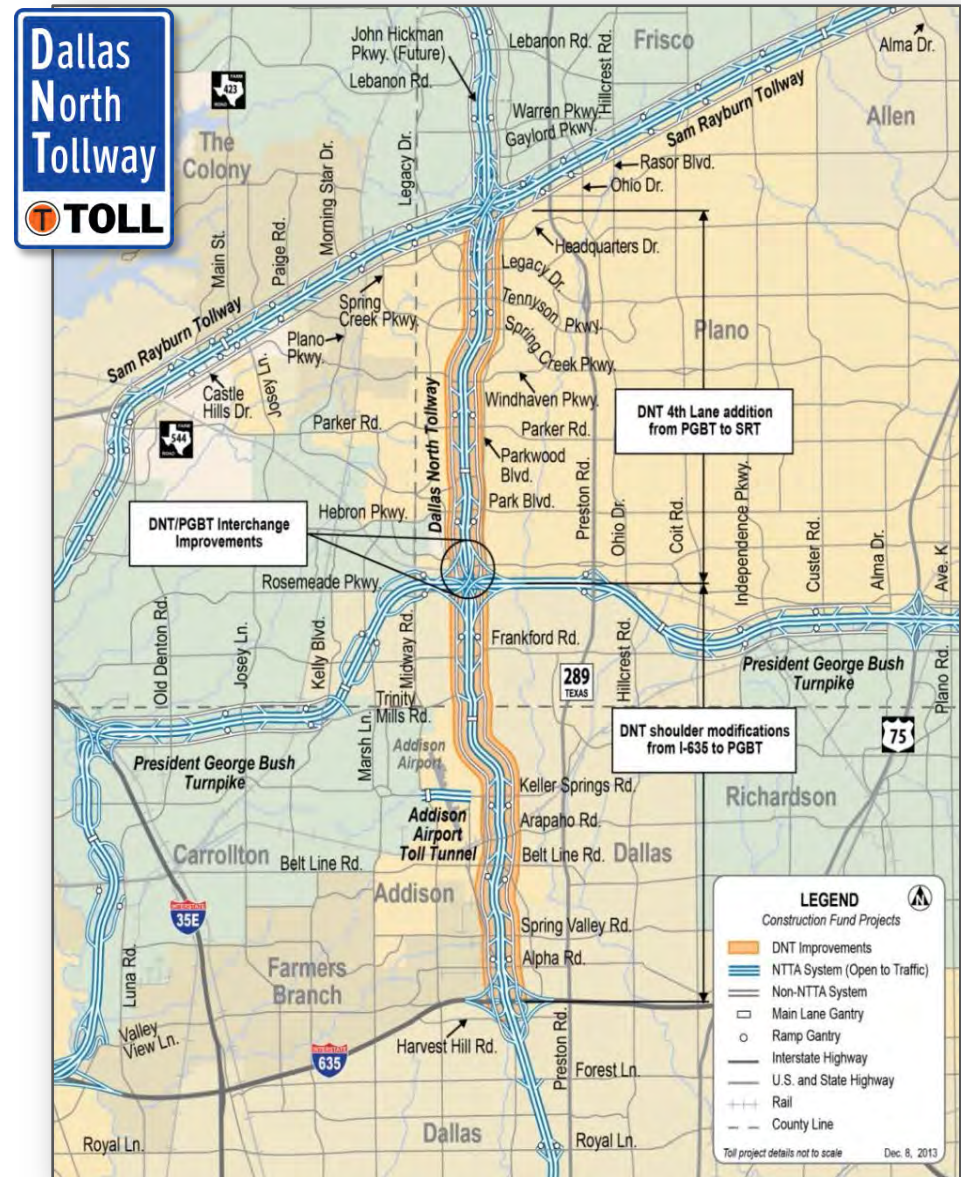
PGBT to IH 635:

- Remove existing shoulder and add **fourth lane** from PGBT to Beltline
- Overlay and restriping from PGBT to 635



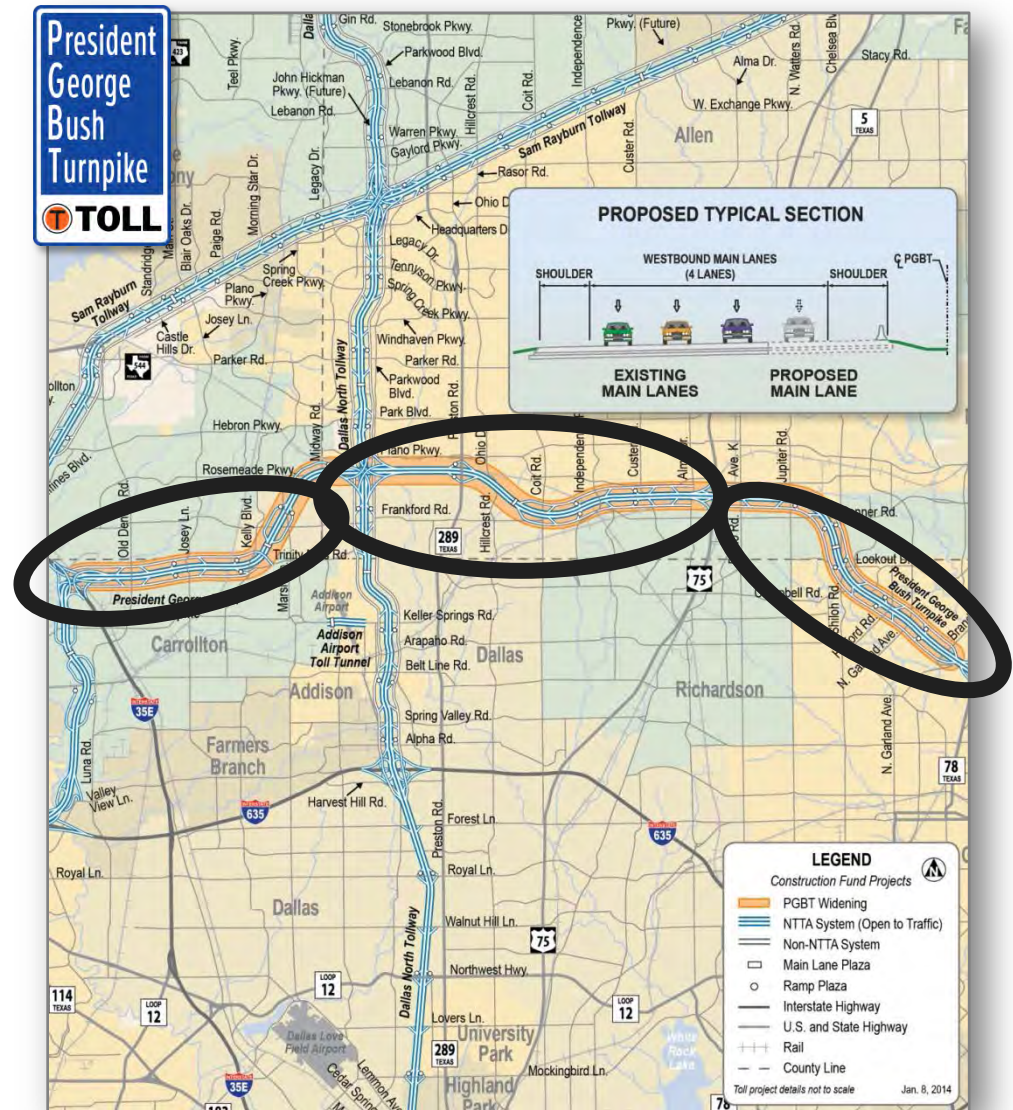
Capital Improvements – DNT

- Design underway on multiple projects
- Construction anticipated to begin in 2015 with completion in early 2018

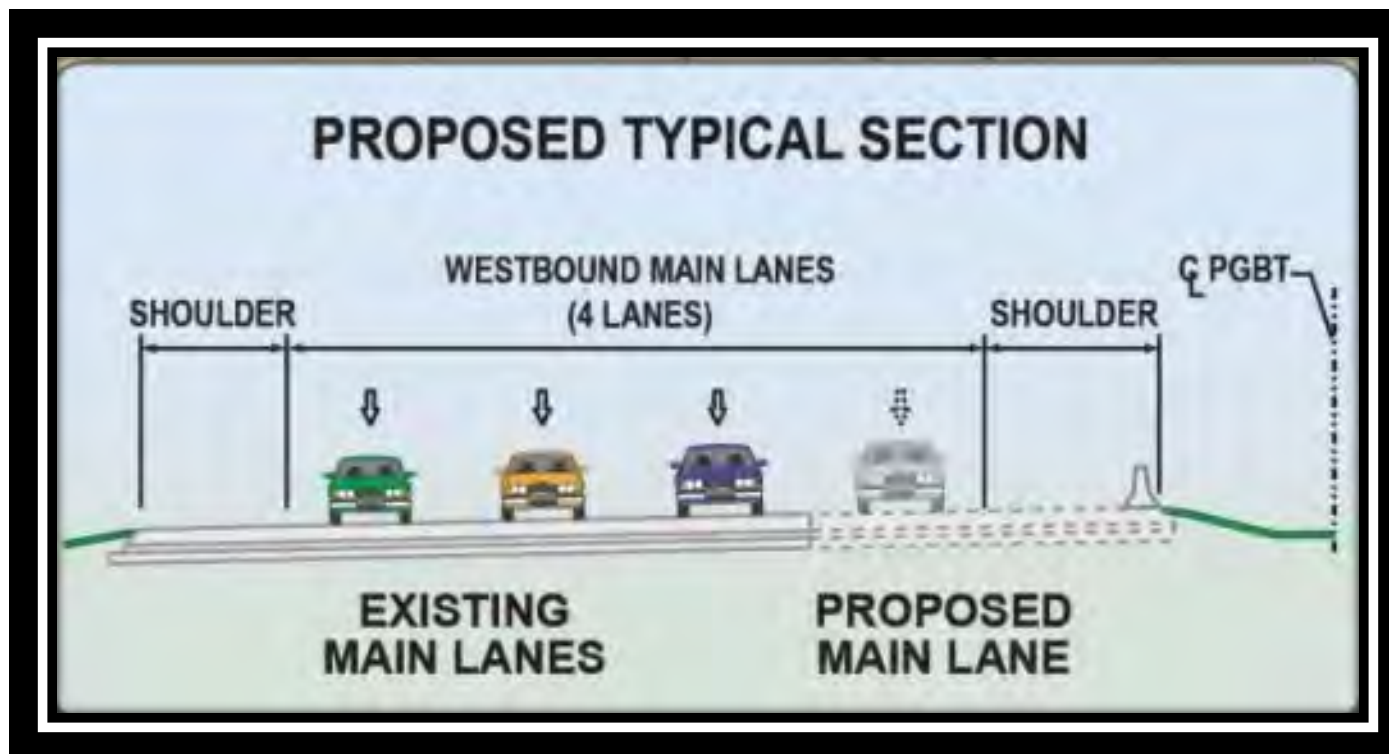


PGBT Fourth Lane Project

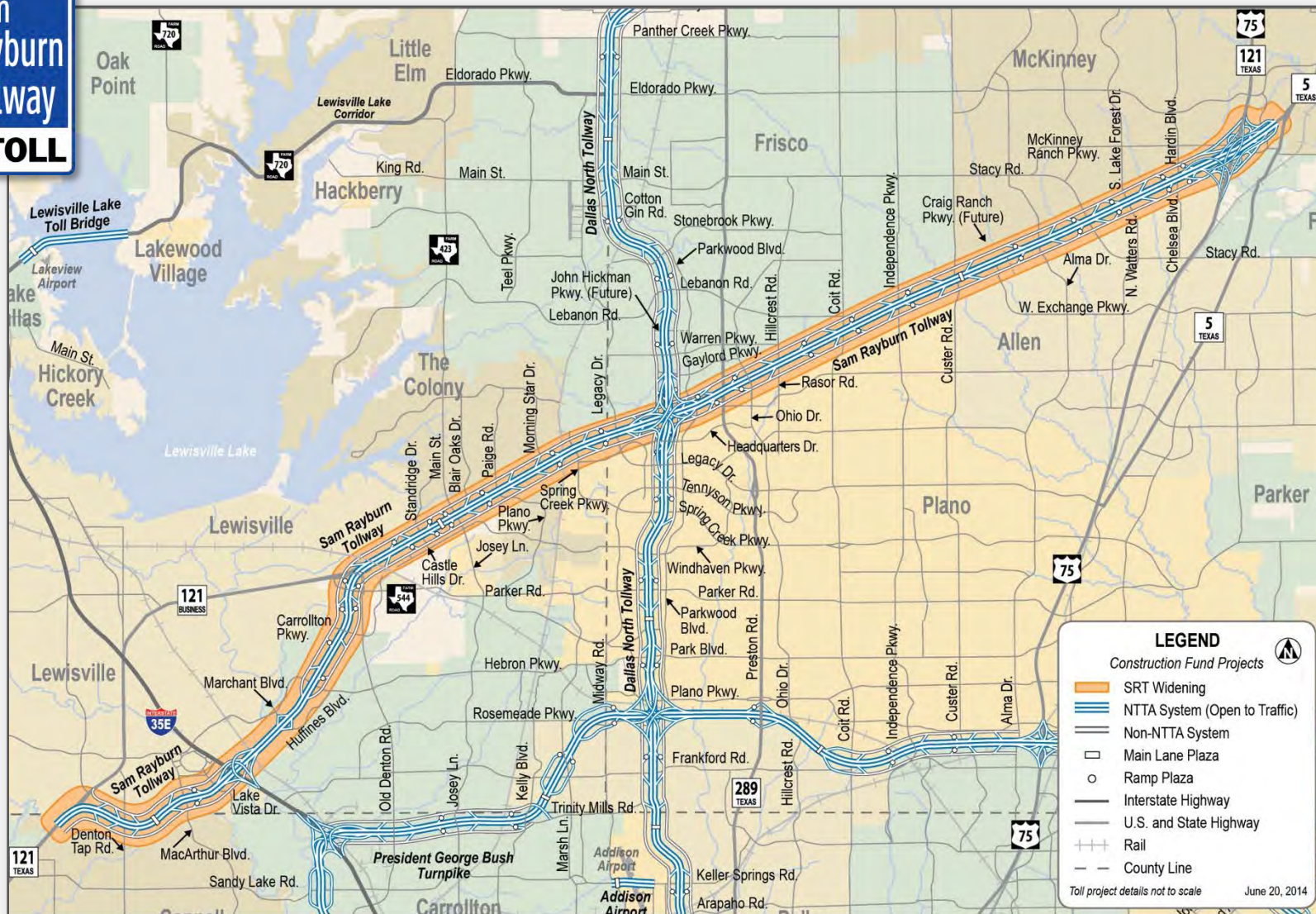
- Widen to **four lanes** from I-35E to SH 78
- Scheduled to open to traffic in segments between 2016 and 2019
 - Seg.1 – DNT to US 75
 - Seg.2 – DNT to I-35 and US 75 to SH 78



PGBT Fourth Lane Project



Sam Rayburn Tollway



Coming Soon – February/March DNT Open Houses



You're Invited

NTTA's Community Meeting

February 26 at 5:30 pm

Located in NTTA's Board Room

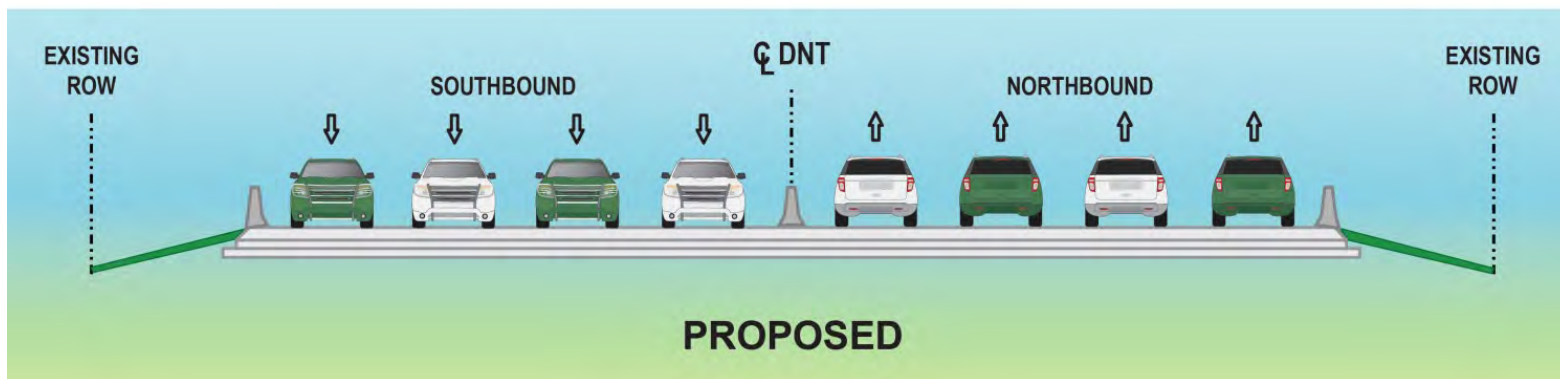
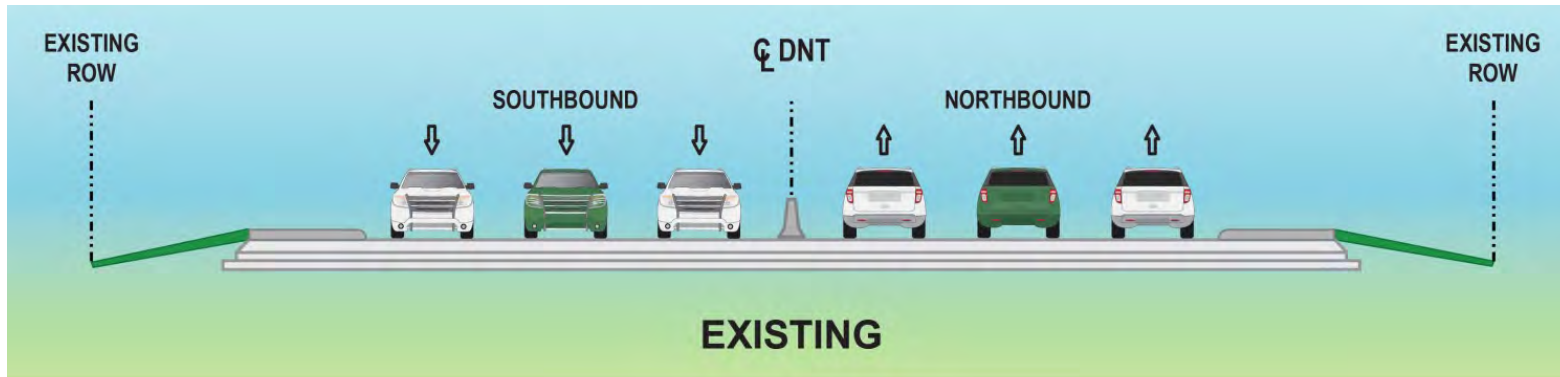
A second meeting will be scheduled in March. Please check NTTA.org for more details.

Contact Us

- **Online at NTTA.org**
 - Open and manage your account
 - News, information & more
- **NTTA Customer Service Center**
 - 972-818-NTTA (6882)
 - 817-731-NTTA (6882)
- **Roadside Customer Service**
 - 972-444-HELP (4357)



DNT Improvements - Typical Sections



AI-898

R8

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: Fully integrate the Arts as part of our brand

AGENDA CAPTION:

Presentation by the Addison Arbor Foundation and discussion regarding art placement within Addison.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

AI-921

R9

Combined Meeting

Meeting Date: 01/27/2015

Department: Infrastructure- Development Services

Council Goals: Infrastructure improvement and maintenance

AGENDA CAPTION:

Presentation and discussion of an update on the activities related to Oncor's Addison electric service reliability project.

FINANCIAL IMPACT:

N/A

BACKGROUND:

Representatives from Oncor will update the Council concerning the recent activities to increase electric service reliability in Addison.

RECOMMENDATION:

AI-909

R10

Combined Meeting

Meeting Date: 01/27/2015

Department: Parks & Recreation

Council Goals: Create raving fans of the Addison Experience.
Maintain and enhance our unique culture of creativity and innovation.
Enhance sense of community for all stakeholders/Expand Volunteer Opportunities
Promote Sustainability

AGENDA CAPTION:

Presentation regarding an update on the Addison Athletic Club Master Plan Committee process.

FINANCIAL IMPACT:

Funding Source: General Fund - FY2015 Recreation Operations Budget

Amount: \$40,000 - Barker Rinker Seacat Architects (BRS) Master Plan Feasibility Study

BACKGROUND:

The Master Plan Committee's (MPC) Goal is to focus on creating a comfortable environment where fitness, wellness and recreation activities and programs are a priority that can be adapted to the existing building footprint. This will involve considering ideas to update the building appearance and functionality by re-purposing spaces to accommodate future fitness, wellness and recreation programs.

The first step in the Master Plan study process was to engage the community via paper and on-line surveys, as well as, hold community focus group meetings to obtain as much feedback as possible. The survey process involved distribution of questionnaires in December 2014 developed by the architects and staff.

The questionnaires were provided at the Athletic Club for members and offered on-line via www.mindmixer.com, a community engagement software platform. Additionally, notices were placed in the Mayor's Newsletters, on the town's website and Post Properties and Vitruvian Park tenants were directly notified by their respective property managers. 112 paper surveys and 38 on-line surveys were received, with 52 members participating in the focus group meetings held December 3 and 4.

Following the survey and focus group process the 11-member Master Plan Committee was selected. The first MPC orientation meeting was held on January, 15, 2015 to allow the members and the staff to get acquainted and take a tour of the facility. The MPC workshop meetings with BRS Architects will kick-off on January 29. Additional workshop meetings will follow in February and March, with the goal of presenting the final study report to the Council in April. The attachments include an MPC Organization Chart and the Master Plan survey questions.

The MPC organization chart and the survey questionnaire are attached.

A final Master Plan Study report will be presented to the Council in April 2015.

RECOMMENDATION:

Attachments

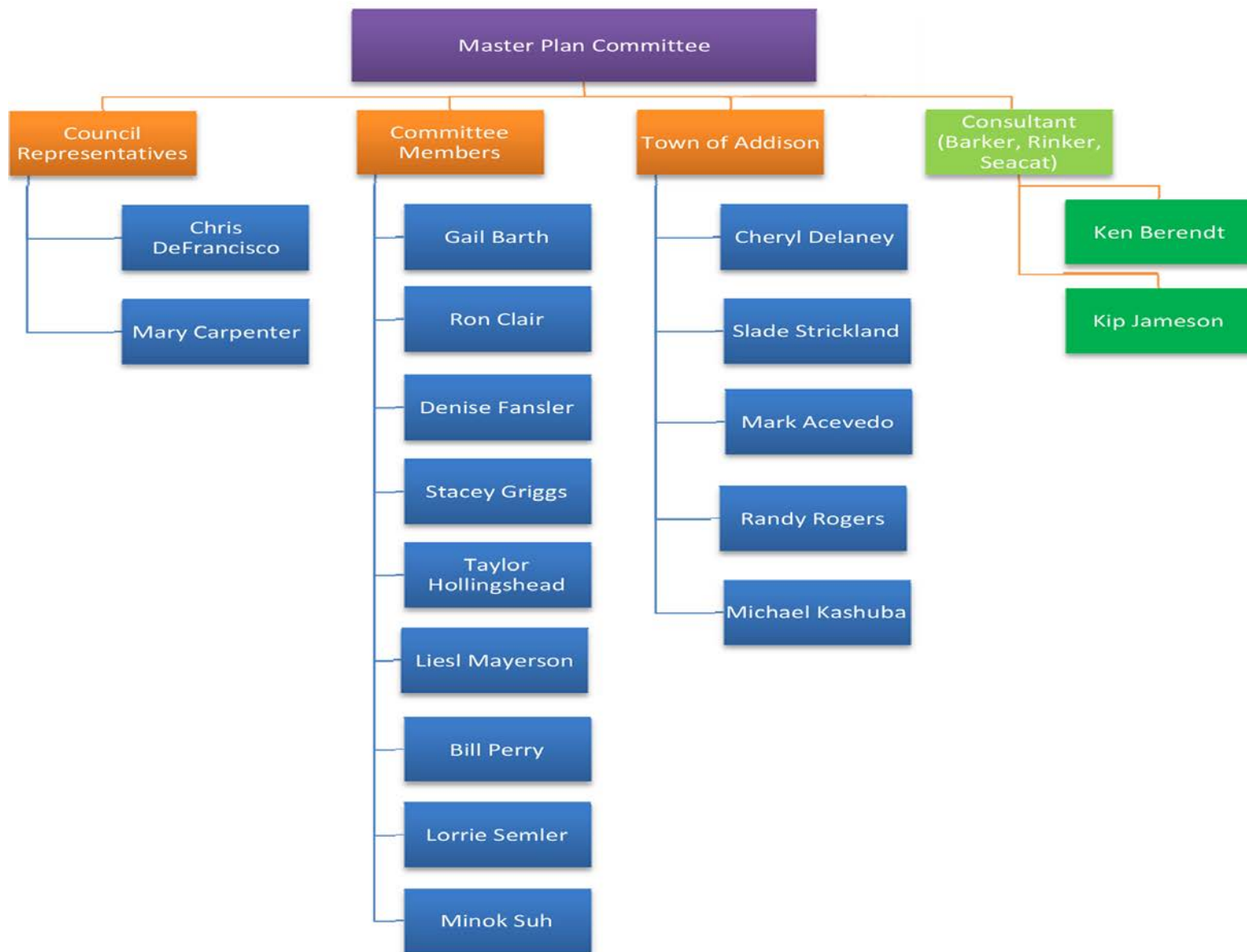
Presentation

Survey Questionnaire



Addison Athletic Club Master Plan Study

- Survey Process
- 112 Paper Questionnaire Responses
- 38 Online Responses – Addisontx.mindmixer.com
- 52 Focus Group Participants
- 11- Member Master Plan Committee
- Master Plan Committee/BRS Workshops
 - January 29
 - February 19
 - March 19
 - Final Study Report – April 2015



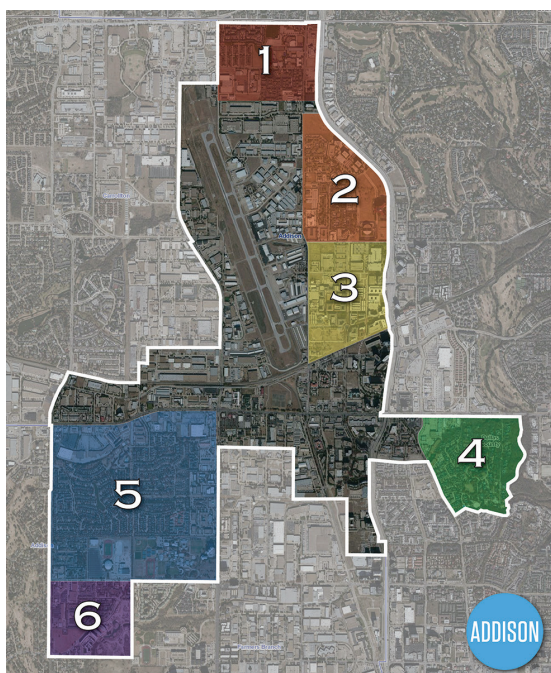


IMAGINE ADDISON ATHLETIC CLUB

Resident Survey

1) What is your vision for an ideal Addison Athletic Club?

2) Which area of the town do you reside in (see map below)?



1. North Addison
2. Bent Tree
3. Addison Circle District
4. Oaks North - Celestial - Winnwood
5. Les Lacs - Midway Meadows
6. Vitruvian District

3) Where do you go for indoor recreation needs?
(Choose up to 2)

1. Addison Athletic Club
2. Crunch Fitness
3. 24 Hour Fitness
4. A&W Fitness
5. None
6. Other: _____

4) Which of the below program spaces do you use the most? (Choose up to 3)

1. Basketball court
2. Bookshare room
3. Cardio equipment (2nd Floor)
4. Children's area
5. Coffee area
6. Community garden
7. Gymnasium
8. Indoor pool
9. Meeting rooms
10. Men's locker rooms / sauna
11. Outdoor pool
12. Racquetball courts
13. Aerobic / Yoga Room
14. Tennis court
15. Walking track
16. Weights (2nd Floor)
17. Women's locker rooms / sauna

5) Which of the below program spaces do you see a need for an additional facility? (Choose up to 3)

1. Basketball court
2. Bookshare room
3. Cardio equipment (2nd Floor)
4. Children's area
5. Coffee area
6. Community garden
7. Gymnasium
8. Indoor pool
9. Meeting rooms
10. Men's locker rooms / sauna
11. Outdoor pool
12. Racquetball courts
13. Aerobic / Yoga Room
14. Tennis court
15. Walking track
16. Weights (2nd Floor)
17. Women's locker rooms / sauna

6) What programs, activities or classes need improvement or expansion?

continue on the next page...

10) Do you need lockers for personal belongings throughout the Club?

- Yes
- No

11) What improvements would you make in the locker rooms, showers and sauna?

12) Do you have any other ideas for the Club?

7) Is there a need for more multi-use spaces?

- Yes
- No

8) If "Yes" in the previous question, explain further

9) Are there additional services needed? (Choose one option or input your own choice)

- Coffee bar, lounge and computer area
- Cooking demonstration
- Dance lab
- Health & nutrition center
- Massage room / spa
- Sport apparel & equipment
- Other: _____

Name & Address (Optional)



ADDISON ATHLETIC CLUB
MASTER PLAN FOCUS GROUPS

Wednesday, December 3rd, 2014

7:30 – 8:30 am	(Fitness AM)
8:30 – 9:30 am	(Community/Coffee/Library Groups)
9:30 – 10:30 am	(Pacesetters)
10:30 – 11:30 am	(Trainers and Instructors)
4:30 – 5:30 pm	(Young Families)
5:30 – 6:30 pm	(Aquatics)
6:30 – 7:30 pm	(Fitness PM)
7:30 – 8:30 pm	(Open Session)

Thursday, December 4th, 2014

7:30 – 8:30 am	(Fitness AM)
8:30 – 9:30 am	(Aquatics)
9:30 – 10:30 am	(Young Families)
10:30 – 11:30 am	(Open Session)
4:30 – 5:30 pm	(Pacesetters)
5:30 – 6:30 pm	(Sports Users)
6:30 – 7:30 pm	(Fitness PM)
7:30 – 8:30 pm	(Community/Coffee/Library Groups)

**JOIN US ON DECEMBER 3RD AND 4TH.
WE WANT TO HEAR FROM YOU!**

**MORE INFORMATION AVAILABLE AT
THE ATHLETIC CLUB OR ONLINE AT:
[HTTP://ADDISONTX.MINDMIXER.COM](http://addisontx.mindmixer.com)**



AI-916

R11

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: Maintain and enhance our unique culture of creativity and innovation.

AGENDA CAPTION:

Presentation and discussion of status reports by members of the Council regarding various non-profit entities, Town facilities and projects, and local, regional and Statewide organizations to which the members serve as liaison.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

Attachments

Council Liaisons

Fiscal Year 2014 - 2015

City Council Liaisons

Council Activities	Council Member(s)
Addison Airport/ATTAC/Cavanaugh	Blake Clemens, Janelle Moore
Addison Arbor Foundation	Bruce Arfsten
Addison Business Association	Todd Meier
Addison CARES	Mary Carpenter
Addison Legacy Foundation	Todd Meier, Blake Clemens
Athletic Club Master Plan	Chris DeFrancisco, Mary Carpenter
Belt Line Infrastructure	All City Council
Community Partners Bureau	Blake Clemens, Bruce Arfsten
DART	Todd Meier
ED/Business Growth & Retention	All City Council
Education	David Heape
Employee Benefits	Chris DeFrancisco, Janelle Moore
Finance Committee	Todd Meier, Blake Clemens, Chris DeFrancisco
Franchise Utilities (Atmos, Oncor, Time Warner)	Blake Clemens
Greater Dallas Regional Chamber	Chris DeFrancisco
Intergovernmental Relations	Janelle Moore
Metrocrest Chamber of Commerce	Blake Clemens
Metroplex Mayors	Todd Meier
NCTCOG	Bruce Arfsten
North Dallas Chamber	Blake Clemens
North Texas Commission	Bruce Arfsten
RTC	Bruce Arfsten
Redevelopment & Repositioning/Retail Initiatives	David Heape
Special Studies	Chris DeFrancisco, Janelle Moore
State and Federal Legislation	Todd Meier, Janelle Moore**
Sustainability/Recycling	Chris DeFrancisco
Technology	David Heape
TEX-21	Bruce Arfsten
TML	All City Council
Vision North Texas	Bruce Arfsten
WaterTower Theatre	Blake Clemens
World Affairs Council	Janelle Moore
Zip Code Project	Janelle Moore

** Fred Hill will also advise this assignment

City Council Liaisons	
Council Member	Council Activities
Todd Meier	Addison Business Association Addison Legacy Foundation DART Finance Committee Metroplex Mayors State and Federal Legislation
Bruce Arfsten	Addison Arbor Foundation Community Partners Bureau NCTCOG North Texas Commission RTC Texas 21 Vision North Texas
Blake Clemens	Addison Airport/ATTAC/Cavanaugh Addison Legacy Foundation Belt Line Infrastructure Community Partners Bureau Finance Committee Franchise Utilities (Atmos, Oncor, Time Warner) Metrocrest Chamber of Commerce North Dallas Chamber WaterTower Theatre
Chris DeFrancisco	Employee Benefits Athletic Club Master Plan Finance Committee Greater Dallas Regional Chamber Special Studies Sustainability/Recycling
Mary Carpenter	Addison Cares Athletic Club Master Plan
Janelle Moore	Addison Airport/ATTAC/Cavanaugh Employee Benefits Intergovernmental Relations Special Studies State and Federal Legislation World Affairs Council Zip Code Project
David Heape	Education Redevelopment & Repositioning/Retail Initiatives Technology
All	Belt Line Infrastructure Economic Development/Business Retention and Expansion Texas Municipal League
Staff	National League of Cities

AI-928

R12

Combined Meeting

Meeting Date: 01/27/2015

Department: Finance

Council Goals: Mindful stewardship of Town Resources.
COSO Initiative

AGENDA CAPTION:

Discussion, consider and take action regarding (i) an ordinance amending Article IV (Hotel Occupancy Tax) of Chapter 74 (Taxation) of the Code of Ordinances by amending Section 74-104 (Reports, Payments, Fees), Section 74-105 (Rules and Regulations), and Section 74-106 (Penalties), and by adding a new Section 74-108 (Certificate, Records), pertaining to the collection, payment, and reporting of the hotel occupancy tax, inspection and review of hotel occupancy tax records, and enforcement of the hotel occupancy tax, and (ii) a new full time employee to be funded by the Hotel Fund.

FINANCIAL IMPACT:

Funding Source: Hotel Fund

Amount: Anticipated cost of FTE is \$71,500, including salary and benefits

Staff estimates savings of \$14,700 from bringing the audit function in-house, and also estimates increased revenue of approximately \$50,000 as a result of elimination of the discount, for a total combined revenue and savings of \$64,700.

BACKGROUND:

The Town levies a hotel occupancy tax on the cost of a sleeping room furnished by a hotel where the cost of occupancy is more than \$2.00 per day. The tax is equal to 7% of the amount paid by the occupant for the room, and an owner, operator, or person controlling a hotel must collect the tax. Section 74-102 of the Code of Ordinances states that the tax is not imposed on an occupant who has the right to use a room in a hotel for at least 30 consecutive days so long as there is no interruption of payment for the period, and this is provided as well by State law. State law also provides other exemptions (e.g., an exemption for the United States).

Section 74-104 of the Code of Ordinances requires that, each month, a person required to collect the tax must file a report with the Director of Finance that shows (i) the consideration paid for all occupancies in the preceding month, (ii) the amount of the tax collected on the

occupancies, and (iii) any other information the director may reasonably require.

Section 74-105 of the Code gives the Director of Finance power to make rules and regulations necessary to effectively collect the tax.

The proposed ordinance would supplement these provisions by providing that the Director may require that a person required to collect the tax submit, with a monthly report, a certificate or other documentation that states the qualification for an exemption from or non-imposition of the tax, and that any exemption or non-imposition of the tax must be supported by documentation adopted by the director.

Other changes included in the ordinance:

1. The proposed elimination of the 1% discount, which netted approximately \$50,000 in FY14, and bringing the audit function in-house, which will result in savings of \$14,700 as well as more timely audits.
2. Adding a provision that allows the Finance Director to make a tax assessment where the tax is not timely paid or a report not timely filed and to file that assessment as a lien on the property, and
3. Establishing a penalty for failure to timely make records available for inspection and for destroying documents or engaging in fraudulent conduct in connection with an audit.

In summary, eliminating the discount and bringing the audit function in-house is expected to benefit the Town by providing more oversight and governance as it relates to the hotels as well as resulting in combined revenue and savings of approximately \$64,700 for the next full fiscal year. This amount does not include any revenues that may result from audit findings made by the auditor.

RECOMMENDATION:

Administration recommends adoption of the ordinance. Administration also recommends hiring a new FTE position, funded by the Hotel Fund, which will be responsible for the implementation and administration of Hotel Tax audit function, as well as continuing to improve 1) the internal controls and 2) the reconciliation process for Special Events. This recommendation would address items associated with the COSO initiatives.

Attachments

HOT Tax Amendment Ordinance

TOWN OF ADDISON, TEXAS

ORDINANCE NO. _____

AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS AMENDING THE TOWN'S CODE OF ORDINANCES BY AMENDING ARTICLE IV (HOTEL OCCUPANCY TAX) OF CHAPTER 74 (TAXATION) BY (I) AMENDING SECTION 74-104 (REPORTS; PAYMENTS; FEES) TO REMOVE THE RIGHT TO DEDUCT A PORTION OF THE HOTEL OCCUPANCY TAX COLLECTED BY A PERSON COLLECTING THE TAX, (II) AMENDING SECTION 74-105 (RULES AND REGULATIONS) TO PROVIDE FOR AN ASSESSMENT OF HOTEL OCCUPANCY TAX IF A TAX REPORT OR PAYMENT IS NOT MADE AND THAT THE ASSESSMENT WILL BE LIEN AGAINST THE HOTEL PROPERTY, (III) AMENDING SECTION 74-106 (PENALTIES) BY MAKING IT AN OFFENSE TO FAIL TO FILE A HOTEL OCCUPANCY TAX REPORT, BY ADDING A FINE NOT TO EXCEED \$100 FOR FAILURE TO MAKE BOOKS AND RECORDS AVAILABLE FOR REVIEW, BY PROVIDING FOR A PENALTY OF 50% OF THE TAX DUE FOR DESTRUCTION OR FRAUD PERTAINING TO HOTEL OCCUPANCY TAX RECORDS, AND A PROVISION THAT A PERSON IS LIABLE FOR ATTORNEY'S FEES INCURRED BY THE TOWN IN ENFORCING HOTEL OCCUPANCY TAX ORDINANCE PROVISIONS, (IV) ADDING A NEW SECTION 74-108 PERTAINING TO CERTIFICATES, RECORDS AND/OR DOCUMENTATION AS MAY BE REQUIRED BY THE DIRECTOR OF FINANCE FROM A PERSON REQUIRED TO COLLECT THE HOTEL OCCUPANCY TAX STATING AND SUPPORTING THE QUALIFICATION FOR AN EXEMPTION FROM OR NON-IMPOSITION OF THE HOTEL OCCUPANCY TAX, AND (V) MAKING OTHER CHANGES RELATED TO THE FOREGOING; PROVIDING A SAVINGS CLAUSE; PROVIDING A SEVERABILITY CLAUSE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Town of Addison, Texas ("City") is a home rule municipality having the full power of local self-government pursuant to its Charter and Article XI, Section 5 of the Texas Constitution; and

WHEREAS, the City levies a hotel occupancy tax as set forth in Article IV (Hotel Occupancy Tax) of Chapter 74 (Taxation) of the City's Code of Ordinances; and

WHEREAS, Article IV of Chapter 74 requires, among other things, that each person required to collect the hotel occupancy tax must file a monthly report with the Town's director of finance that shows (a) the consideration paid for all occupancies in the prior month, (b) the amount of taxes collected on the occupancies, and (c) other information as the director may reasonably require; and

WHEREAS, Article IV of Chapter 74 further provides that the director of finance has power to make any rules and regulations necessary to effectively collect the tax; and

WHEREAS, the City Council desires to amend Article IV of Chapter 74 regarding certificates, records, and/or documentation the City may require to support or substantiate an exemption from the payment of the hotel occupancy tax, and to make other changes to Article IV of Chapter 74 as set forth herein.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:

Section 1. Incorporation of Recitals. The above and foregoing recitals and premises to this Ordinance are true and correct and are incorporated herein and made a part hereof for all purposes.

Section 2. Amendment. The Code of Ordinances ("Code") of the Town of Addison, Texas ("City") is hereby amended by amending Chapter 74 (Taxation), Article IV (Hotel Occupancy Tax) thereof as set forth in Exhibit A attached hereto and incorporated herein and made a part hereof.

Section 3. Savings. Except as amended hereby, the Code of Ordinances is not amended. This Ordinance shall be cumulative of all other ordinances of the City and shall not repeal any of the provisions of those ordinances except in those instances where the provisions of those Ordinances are in direct conflict with the provisions of this Ordinance.

Section 4. Severability. The sections, paragraphs, sentences, phrases, clauses and words of this Ordinance are severable, and if any section, paragraph, sentence, phrase, clause or word in this Ordinance or application thereof to any person or circumstance is held invalid or unconstitutional by a Court of competent jurisdiction, such holding shall not affect the validity of the remaining portion of this Ordinance, and the City Council hereby declares that it would have passed such remaining portion of this Ordinance despite such invalidity, which remaining portion shall remain in full force and effect.

Section 5. Effective Date. This Ordinance shall be in full force and effect from and after its passage and publication as required by law, including but not limited to the City Charter and ordinances.

PASSED AND APPROVED by the City Council of the Town of Addison, Texas this ____ day of _____, 2015.

Todd Meier, Mayor

ATTEST:

By:_____
Chelsea Gonzalez, City Secretary

APPROVED AS TO FORM:

By:_____
John Hill, City Attorney

EXHIBIT A
TO ORDINANCE NO. _____

Chapter 74 (Taxation), Article IV (Hotel Occupancy Tax) of the Code of Ordinances (the "Code") of the Town of Addison, Texas is hereby amended in various sections thereof as set forth below and as follows (additions are underlined; deletions are ~~struck through~~):

1. Section 74-104 of the Code is amended to read as follows:

Sec. 74-104. - Reports; payments; fees.

(a) ~~No later than~~On the 20th day of the month following each month in which a tax is earned, every person required by this article to collect the tax shall file a report with the director showing:

- (1) The consideration paid for all occupancies in the preceding month;
- (2) The amount of the tax collected on the occupancies; and
- (3) Any other information the director may reasonably require.

(b) Every person required by this article to collect the tax shall pay the tax due on all occupancies in the preceding month to the director at the time of filing the report required under subsection (a) of this section.

(c) ~~Every person collecting a tax under this article may deduct one percent from the gross tax collected on all occupancies in the preceding month as a collection fee if the tax is paid to and received by the director no later than the 25th day of the month following the month in which the tax is earned. If the tax is paid by mail, the date of receipt by the director shall be the date postmarked by the United States Postal Service.~~

2. Section 74-105 of the Code is amended to read as follows:

Sec. 74-105. - Rules and regulations.

(a) The director shall have the power to make any rules and regulations necessary to effectively collect the tax levied by this article. The director shall, upon giving reasonable notice, have access to all books and records necessary to enable him to determine the correctness of any report filed as required by this article and the amount of taxes due under this article. All books and records shall be made available to the director at the hotel premises.

(b) If the operator of any hotel shall fail to file a report for any period as required by this article, or shall fail to pay the tax for any period as required by this article, then the director is hereby authorized to make an assessment of the tax for such period, either based on past history, any review of the records of the hotel, or other reasonable basis. All appropriate penalties and interest may be added to such assessed taxes. The rights and remedies of the town asserted in this section may be in addition to any criminal prosecution or civil action taken to collect such taxes.

(c) Once assessed, these taxes, together with any penalties provided by statute or other ordinances of the town, shall be a prior and superior lien on all property of the hotel, to the extent permitted by law.

(d) The assessor/collector, after making an assessment, if such taxes are not paid, may file an affidavit of unpaid taxes, or a similar document, with the appropriate county clerk, which shall give notice that such taxes are due, and that they remain unpaid.

3. Section 74-105 of the Code is amended to read as follows:

Sec. 74-106. - Penalties.

(a) A person commits an offense if he:

(1) Fails to collect the tax;

(2) Fails to file a report as required by this article;

(3) Fails to pay the director the tax when payment is due; or

(4) Files a false report or;

(5) Fails to provide access to all books or records as requested by the director.

(b) An offense committed under subsection (a) of this section is punishable by a fine as provided in section 1-7.

(c) In addition to any penalties imposed under subsection (b) of this section, a person failing to pay the tax to the director within the time required shall pay an additional ten percent of the tax due as a penalty. An additional ten percent of the tax due shall be paid 30 days later if the tax is not paid. The penalty provided by this subsection may never be less than \$5.00. Delinquent taxes shall draw interest at the rate of ten percent per year beginning 30 days from the date the tax is due.

(d) In addition to the penalties imposed under subsection (a) of this section, a person who fails to make all books and records accessible to the assessor-collector at the hotel premises after receiving reasonable notice (up to thirty (30) days), shall be subject to a fine not to exceed one hundred dollars (\$100.00) per day until the books and records are provided at the hotel premises.

(e) An additional penalty of fifty (50) per cent of the tax due shall be imposed if a person alters, destroys or conceals any record or document, or otherwise engages in fraudulent conduct for the apparent purpose of affecting the course or outcome of an audit or investigation.

(f) In addition to the amount of any tax owed, a person is liable to the town for all reasonable attorney's fees incurred by the town in enforcing this article against the person and in collecting any tax owed by the person under this article.

4. A new Section 74-108 is added to the Code to read as follows:

Section 74-108. - Certificate, Records.

Without limiting any other provision of this article, in order to effectively collect the tax the director may require, with respect to any exemption from or non-imposition of the tax, that every person required by this article to collect the tax submit with each monthly report described by Section 74-104 a certificate or other documentation required by the director that states the qualification for an exemption or non-imposition, and any exemption or non-imposition of the tax must be supported by documentation adopted by the director.

Combined Meeting**Meeting Date:** 01/27/2015**Department:** City Manager**Council Goals:** Enhance Public Safety**AGENDA CAPTION:**

Discussion, consider and take action regarding an Ordinance amending the Town's Code of Ordinances by amending Division 2 of Chapter 22, Article III of the Code relating to peddlers and solicitors by amending Section 22-83 (Hours of Sale) thereof by changing the hours during which a home solicitation transaction or handbill placement is prohibited.

FINANCIAL IMPACT:

N/A

BACKGROUND:

Section 22-83 of the Code of Ordinances sets the hours when an uninvited person can and cannot go on residential premises to conduct a home solicitation or distribute a handbill:

- Can: between 9:00 a.m. and 9:00 p.m., Monday through Saturday
- Cannot: Sunday, New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving Day or Christmas Day

The proposed ordinance modifies the times when solicitation is permitted to between 9:00 a.m. and 8:00 p.m.

Ordinances of cities in the area vary on times as set forth below. The proposed modification of an hour (changing the evening prohibition time from 9:00 p.m. to 8:00 p.m.) is reasonably conservative and would likely have a better opportunity of withstanding a First Amendment challenge.

<u>Evening Hour (Time) After Which Solicitation is Prohibited</u>	<u>Cities</u>
9:00 p.m.	Farmers Branch The Colony
9:00 or after dark, whichever is earlier	Flower Mound
Earlier of dusk or 9:00 p.m.	Frisco

8:00 p.m.	Irving Lewisville Grand Prairie University Park
30 minutes following sunset of any day	Richardson Grapevine
After sunset	Dallas McKinney Little Elm
30 minutes before sunset	Plano Allen Garland
5:00 p.m. (during standard time) 6:00 p.m. (during daylight savings time)	Carrollton
5:00 p.m.	Highland Park

RECOMMENDATION:

Administration recommends approval.

Attachments

Ordinance

TOWN OF ADDISON, TEXAS

ORDINANCE NO. _____

AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS AMENDING THE TOWN'S CODE OF ORDINANCES BY AMENDING CHAPTER 22 (BUSINESSES), ARTICLE III (PEDDLERS, SOLICITORS, AND HANDBILL DISTRIBUTORS), DIVISION 2 (PEDDLERS AND SOLICITORS) THEREOF BY AMENDING SECTION 22-83 (HOURS OF SALE) BY CHANGING THE HOURS DURING WHICH A HOME SOLICITATION TRANSACTION OR HANDBILL PLACEMENT IS PROHIBITED MONDAY THROUGH SATURDAY FROM PRIOR TO 9:00 A.M. OR AFTER 9:00 P.M. TO PRIOR TO 9:00 A.M. OR AFTER 8:00 P.M.; PROVIDING A SAVINGS CLAUSE; PROVIDING A SEVERABILITY CLAUSE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Town of Addison, Texas ("City") is a home rule municipality having full power of local self government pursuant to Article 11, Section 5 of the Texas Constitution and its Home Rule Charter; and

WHEREAS, the City Council has determined that it is advantageous, beneficial and in the best interest of the citizens of the City to create appropriate and orderly residential atmospheres; and

WHEREAS, the City Council has determined that it will be advantageous, beneficial and in the best interest of the citizens of the City to maintain the privacy of their home and reasonably limit what an occupant may be unwillingly exposed to relative to the enjoyment of their home and their investment therein; and

WHEREAS, an important part of the freedom enjoyed by all citizens and residents of the United States is the right to speak freely, to express ideas that may be unpopular and to engage others in debate without government interference, but courts have recognized the right of local governments to protect their citizens from fraud and harassment, particularly when solicitation of money is involved; and

WHEREAS, it is the desire of the City Council to balance these competing interests in a manner consistent with the Constitution of the United States and of Texas, while attempting to minimize fraud, prevent crime, protect the privacy of the City's residents, protect the value of property, and promote the public health, safety and welfare; and

WHEREAS, the City Council finds that this Ordinance is in the best interests of the public health, safety and welfare of its citizens.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:

Section 1. Incorporation of Recitals. The above and foregoing recitals and premises to this Ordinance are true and correct and are incorporated herein and made a part hereof for all purposes.

Section 2. Amendment. The Code of Ordinances (“Code”) of the Town of Addison, Texas (“City”) is hereby amended by amending Chapter 22 (Businesses), Article III (Peddlers, Solicitors, and Handbill Distributors), Division 2 (Peddlers and Solicitors) thereof by amending Section 22-83 (Hours of Sale) of the Code to read as follows (additions are underlined; deletions are ~~struck through~~):

Sec. 22-83. - Hours of sale.

No person shall go upon any residential premises (i) and ring the doorbell or rap or knock upon the door or create any sound in a manner calculated to attract attention of the occupant of any residence for the purpose of engaging in or attempting to engage in a home solicitation transaction, or (ii) for the purpose of depositing or placing a handbill (as defined in section 22-101 of this chapter), prior to 9:00 a.m. or after 89:00 p.m. of any day Monday through Saturday, or any time of a Sunday, New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving Day or Christmas Day. This section shall not apply to a visit to the premises as a result of a request made by the occupant.

Section 3. Savings. Except as amended hereby, the Code of Ordinances is not amended. This Ordinance shall be cumulative of all other ordinances of the City and shall not repeal any of the provisions of those ordinances except in those instances where the provisions of those Ordinances are in direct conflict with the provisions of this Ordinance.

Section 4. Severability. The sections, paragraphs, sentences, phrases, clauses and words of this Ordinance are severable, and if any section, paragraph, sentence, phrase, clause or word in this Ordinance or application thereof to any person or circumstance is held invalid or unconstitutional by a Court of competent jurisdiction, such holding shall not affect the validity of the remaining portion of this Ordinance, and the City Council hereby declares that it would have passed such remaining portion of this Ordinance despite such invalidity, which remaining portion shall remain in full force and effect.

Section 5. Effective Date. This Ordinance shall be in full force and effect from and after its passage and publication as required by law, including but not limited to the City Charter and ordinances.

PASSED AND APPROVED by the City Council of the Town of Addison, Texas this ____ day of _____, 2015.

Todd Meier, Mayor

ATTEST:

By: _____
Chelsea Gonzalez, City Secretary

APPROVED AS TO FORM:

By: _____
John Hill, City Attorney

AI-913

ES1

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: N/A

AGENDA CAPTION:

Closed (executive) session of the Addison City Council pursuant to Section 551.071, Tex. Gov. Code, to conduct a private consultation with its attorney(s) on a matter in which the duty of the attorney(s) to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551, Tex. Gov. Code, pertaining to the ponds or lakes at Vitruvian Park, located within the vicinity and east of the intersection of Vitruvian Way and Ponte Ave., and Farmers Branch Creek.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

AI-930

ES2

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: N/A

AGENDA CAPTION:

Closed (executive) session of the Addison City Council pursuant to Section 551.071, Tex. Gov. Code, to conduct a private consultation with its attorney(s) on a matter in which the duty of the attorney(s) to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551, Tex. Gov. Code, pertaining to wind turbines on the water tower located at the intersection of Arapaho Road and Surveyor Boulevard.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

AI-931

ES3

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: N/A

AGENDA CAPTION:

Closed (Executive) session of the Addison City Council pursuant to Section 551.074, Texas Government Code, to deliberate the appointment, employment, and duties of the City Attorney.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

AI-932

R14

Combined Meeting

Meeting Date: 01/27/2015

Department: City Manager

Council Goals: N/A

AGENDA CAPTION:

Discussion, consider and take action regarding the City Attorney position, appointment, and appointment process.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:
